

# Rachel Gogel

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## SELECT TALKS

**Bloomberg HQ**  
November 2023

**Adobe Creative Retreat**  
November 2023

**NBC Peacock HQ**  
October 2023

**Bring Your Own Bold**  
October 2023

**HOW Design Live**  
June 2023

**UX Copenhagen**  
March 2023

**Dropbox Design HQ**  
February 2023

**RGD Creative Directions**  
February 2022

**Microsoft Design Week**  
September 2021

**Creative Mornings**  
June 2019

## LANGUAGES

French  
English  
Spanish

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Claude AI  
Figma  
Google Classroom  
Google Suite  
HTML/CSS  
Microsoft Office  
Miro  
Notion  
Slack  
Squarespace  
Zoom

Mac/PC

## WORK

**RACHEL GOGEL LLC (SELF-EMPLOYED) | San Francisco, CA & Remote** *October 2020 – Present*  
**Founder & Fractional Design Executive** Leading creative direction, strategy, and design initiatives for various clients as an independent consultant; Committed to designing teams that build brands — with a focus on culture and technology; Select partners include: Airbnb, Anew, Coalition, Dropbox, Loyalkaspar, NBC's Bonnie Hammer, On Being's Krista Tippett, Pulse Fund, Sundance, Warner Bros.

**CALIFORNIA COLLEGE OF THE ARTS | San Francisco, CA** *May 2022 – Present*  
**Adjunct Professor** Teaching a 15-week spring 2024 elective called "Designing Your Career" (DYC) for graduate students completing their Master's degree in Interaction Design; Building a year-long DYC pilot program for the CCA student body; Ran the summer 2023 "Leadership by Design" (LbD) course; Developed LbD's curriculum with three other Faculty members; Introduced a new 15-week spring 2023 DYC elective, which garnered a lot of positive attention from students across MFA, DMBA, and MDes programs; Designed and co-taught the 10-week CCA summer 2022 LbD course

**AIRBNB | Remote** *March 2021 – September 2022*  
**Head of Creative, Ground Control (Fractional Contractor)** Developed Airbnb's first-ever Internal Brand Playbook (IBP); Roadshowed the IBP across the organization; Launched the internal-facing Live and Work Anywhere digital experience as Design & UX Lead for the Employee Experience Team; Implemented a new creative operating system (OS) for the Ground Control creative studio in order to work more efficiently as a team and scale; Wrote job descriptions for all team members and re-clarified roles; Improved navigation for Airbnb's intranet; Mentored the team's Creative Director

**DEPARTURES, AMERICAN EXPRESS | Remote** *November 2020 – February 2022*  
**Executive Creative Director (Fractional Contractor)** Partnered closely with GM Corbin Brown, Amex, and other industry leaders to relaunch Departures in June 2021 with a new digital product [departures.com](http://departures.com), newsletter, and social channels; Built the new brand identity system and guidelines; Shaped the creative team infrastructure for the (evolved) Departures publishing arm; Developed propriety ad solutions across the brand's ecosystem

**GODFREY DADICH PARTNERS, KYU COLLECTIVE | San Francisco, CA** *April 2019 – October 2020*  
**Creative Director** Managed the design team; Led projects across all business verticals; Shaped GDP's creative department in lock-step with the Partner CD and co-CEOs, Patrick Godfrey and Scott Dadich; Contributed to our justice, equity, diversity, and inclusion (JEDI) initiatives; Clients included: C3.ai, Coinbase, Ford, NikeSB, Museum of Arts and Design, Netflix: The Art of Design, and Protocol

**FACEBOOK APP, META | Menlo Park, CA** *October 2016 – April 2019*  
**Head of Creative** *11/18 – 04/19*, **Creative Director** *10/16 – 11/18* Built and managed the in-house creative team (30+ people) responsible for elevating and unifying the Facebook brand's in-product visual systems — from illustration to live action — to create a more meaningful experience for users

**T BRAND STUDIO, THE NEW YORK TIMES CO. | New York, NY** *April 2014 – September 2016*  
**Creative Director** Established the creative infrastructure for the award-winning [T Brand Studio](http://TBrandStudio.com)

## EDUCATION

**SCHOOL OF VISUAL ARTS, MASTERS WORKSHOP | Rome & Venice, Italy** *May – June 2009*  
Graduate Summer Class, 3 credits: Intensive workshop in design history, theory, and practice

**UNIVERSITY OF PENNSYLVANIA, COLLEGE OF ARTS AND SCIENCES | Philadelphia, PA** *2009*  
Bachelor of Arts in Fine Arts: Major in Communication Design, Minor in Anthropology; GPA: 3.75; Dean's list *2007 – 09, magna cum laude*; Studied abroad at The University of Melbourne *2007*

## SELECT PRESS, AFFILIATIONS & RECOGNITION

**PRESS** | PRINT Magazine Debbie Millman [Interview](#) *2023*; Design by Women [Interview](#) *2023*; Creative Boom [Mention](#) *2023*; A LINE [Interview](#) *2023*; Fast Company [Mention](#) *2023*

**AFFILIATIONS** | [Neol](#) Leader; [ADPList](#) & [TTACD](#) Mentor; [Women in Leadership & Design \(WILD\)](#) [Chair](#) and AIGA SF Board Member; [Queer Design](#) Member; [GGBA](#) Member; Penn Alumni Interviewer

**RECOGNITION** | [Webby Nomination](#), Departures *2022*; Inc. 30U30 [Feature](#) *2016*; Forbes 30U30 [Feature](#) *2015*; Hero of The Year, The New York Times *2014*; Mobile Excellence Award, GQ Live! *2013*

View all work experience and recommendations on [LinkedIn](#); References available upon request