

RACHEL MCCRACKEN

KROENKE SPORTS & ENTERTAINMENT

ART DIRECTOR FOR THE DENVER NUGGETS MAY 2022 – CURRENT

- Design, direction, and execution of the Denver Nuggets campaign assets to be translated across a wide variety of media including digital, social, print, broadcast, outdoor, etc.
- Guide and direct creative campaigns to align with the brand vision and company goals across the Denver Nuggets organization.

SENIOR GRAPHIC DESIGNER JANUARY 2014 – MAY 2022

- Lead designer of the Denver Nuggets and Colorado Avalanche season campaigns on an annual basis.
- Design and production of a variety of creative projects for the Denver Nuggets, Colorado Avalanche, Colorado Mammoth, Colorado Rapids, Ball Arena, and various other entities owned by Kroenke Sports and Entertainment.

SPIN CREATIVE STUDIO

GRAPHIC DESIGNER SEPTEMBER 2011 – DECEMBER 2013

- Design, direction, and production of a majority of creative projects for Vail, Beaver Creek, Keystone, Heavenly, Northstar, Kirkwood, and Epic Pass while simultaneously creating major conceptual design and branding projects for various other clients.

JUICE COMMUNICATIONS

GRAPHIC + INTERACTIVE DESIGNER JUNE 2008 – SEPTEMBER 2011

- Campaign conception, design, and development of new and existing brands.
- Programming and animation of various interactive collateral.
- One of only two employees within the agency who was a member of both the creative and interactive departments.

HAIFLEIGHBRANDWORKS

WEB DESIGNER MAY 2007 – JUNE 2008

- Design of logos, branding, billboards and various other graphics for local, national, and international clients.
- Programming and animation of websites, flash banners and HTML email campaigns.

BAYLOR UNIVERSITY

Bachelor of Fine Arts with an emphasis in Graphic Design.



r.c.mccracken@gmail.com
281.723.1797
whatscracken.com



DENVER NUGGETS // NIKOLA JOKIĆ ILLUSTRATION & PLAYING CARD

McCRACKEN



SPECTEROPS // TRADE SHOW EXHIBIT

McCRACKEN



2023-24 DENVER NUGGETS
HOLIDAY



MICHAEL
PORTER JR.



KENTAVIOUS
CALDWELL-POPE



NIKOLA
JOKIC

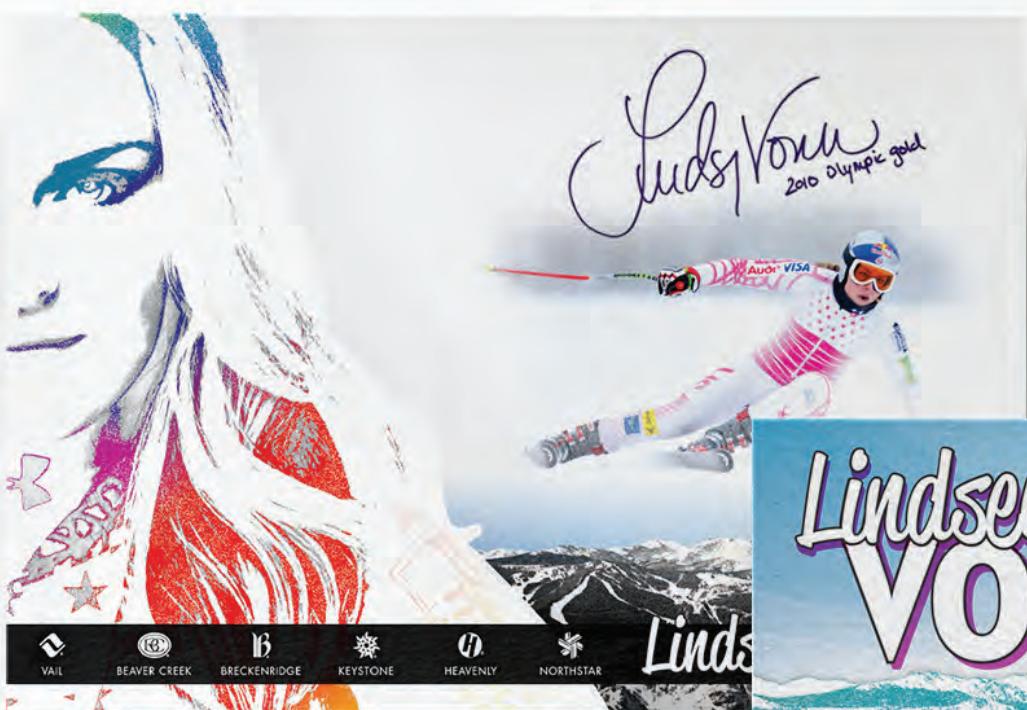


JAMAL
MURRAY



AARON
GORDON





VAIL RESORTS // AUTOGRAPH CARD

McCRACKEN

flex.

flex.

flex.

flex.

Rent's a
Beach,
Get Flex.

Rent Pay Your Way.

Now
available:
Pay rent
your way

flex.

flex.

Rent for the
modern world

Flex



DENVER NUGGETS // JAMAL MURRAY PROMOTIONAL PIECE

McCRACKEN



EPIC // SKI DESIGN

McCRACKEN





DENVER NUGGETS

2022-23 SEASON



FRONT ROW (left to right): John Beckett, Assistant Coach; Elvis Valcarcel, Assistant Coach; Stephen Graham, Player Development Coach; Boniface N'Dong, Player Development Coach; Ryan Bowen, Assistant Coach; David Adelman, Assistant Coach; Michael Malone, Head Coach; Popeye Jones, Assistant Coach; Ryan Saunders, Assistant Coach; Charles Klask, Assistant Coach; Ognjen Stojakovic, Assistant Coach; Andrew Munson, Special Assistant to the Head Coach

MIDDLE ROW (left to right): Collin Gillespie, Ish Smith, Kentavious Caldwell-Pope, Jamal Murray, Bruce Brown, Vlatko Čančar, Christian Braun, Jack White

BACK ROW (left to right): Reggie Jackson, Zeke Nnaji, Thomas Bryant, Peyton Watson, Nikola Jokić, DeAndre Jordan, Jeff Green, Michael Porter Jr., Aaron Gordon





DENVER // LONG-SHUTTER PHOTOGRAPHY

McCRACKEN



HIRE ME!



🌐 whatscracken.com

☎ 281.723.1797

✉ r.c.mccracken@gmail.com