

RONDELL CADETTE

ART DIRECTOR | BRAND SYSTEMS, MOTION & 3D

Alpharetta, Georgia | rondell.cadette@icloud.com
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Art director and hands-on designer with 8+ years at Delta Air Lines. Develops concepts and visual systems across sports, travel, motion, 3D and live experiences. Brings experience guiding designers, working with agencies and carrying a creative direction through production.

EXPERIENCE

3D Lead, Emerging Tech | Delta Air Lines

September 2023 - Present | Atlanta, GA

- Championed in-house aircraft rendering, procured approved full-fleet 3D assets, and coordinated livery accuracy across agency and internal partners.
- Directed the 3D portion of the centennial safety video with an external agency. Approved fleet assets are reused in safety videos and agency end cards.
- Created aircraft imagery for Paris, Milano Cortina and LA28 projects, including work used before the LA28 livery could be photographed.
- Developed the strategic framing, design language and rationale for The Ascent footwear concept, selected to open a presentation of seven directions.
- Contributed to the look and feel of the Mufasa premiere experience and created domestic and international travel-map motion.

Sr. Designer, Sponsorships | Delta Air Lines

December 2020 - 2023 | Atlanta, GA

- Designed and art-directed sponsorship creative across professional and collegiate sports, adapting work for stadium screens, ribbons and outdoor displays.
- Led junior designers and coordinated projects with cross-functional partners. Created and evolved the Delta x Seattle Seahawks 12Status design system over roughly five years across successive roles.
- Introduced 3D into the marketing toolkit and helped establish a foundation for the Emerging Tech function.

Graphic Designer | Delta Air Lines

April 2018 - December 2020 | Atlanta, GA

- Delivered brand and sponsorship design across professional and collegiate sports partnerships.

Graphic Designer, Contract | RentPath

April 2015 - March 2018

- Designed marketing collateral and campaign materials.

CREATIVE LEADERSHIP & SKILLS

Art direction, concept development, brand systems, motion and 3D design, cross-functional collaboration, agency and contractor direction, and mentorship. Helped select an intern, developed the project brief, directed the work and provided summer mentorship.

After Effects, Premiere, Illustrator, Maya, Blender and Figma.

EDUCATION

Full Sail University | Master's Degree, Media Design | 2012 - 2014

Full Sail University | B.S., Game Art / Computer Animation | 2010 - 2012