



## RAHSAAN Y. UL DANETA M.F.A

Blending Creativity, Technology, and Education to Shape the Future.

### Executive Summary

Rahsaan Uldaneta, MFA, is a multidisciplinary creative director and visionary founder behind Rah Media Group and Ballz House Media and their brands.

### Key Highlights:

- Founder of multiple web3-based ventures and digital platforms
- Honored by Pennsylvania Senate & House for professional and athletic excellence
- MFA in Graphic Design with Advertising Concentration
- Recognized leader in HTML5 advertising, immersive learning, and metaverse innovation

### Areas of Expertise:

- Metaverse Strategy & World Building
- Creative Direction & Concept Development
- Interactive Design & Gamification
- HTML5 Animated Ad Campaigns
- Immersive EdTech & CTE Development
- Motion Graphics & Visual Storytelling

### Featured Projects:

#### Weed-o-verse:

Cannabis education through gamified learning inside The Sandbox.

#### Digital Metamall:

A virtual shopping center in the metaverse designed for brand activations.

#### Money Maker Marketing:

HTML5 ad platform for online gamers who engage in skill-based competitive play.

#### Creative Minds Club:

A metaverse-based career & technical education platform for students and young creators.

### Press & Recognition:

- Honored by Pennsylvania House & Senate
- Multi-sport varsity athlete, Hall of Fame inductee
- Featured speaker and educator in immersive design education
- Recognized innovator in the Web3/metaverse space

### Speaking & Partnership Opportunities:

#### Rahsaan is available for:

- Guest speaking engagements (tech, design, education, entrepreneurship)
- Workshops or masterclasses in immersive tech and advertising
- Brand collaborations or sponsorships
- Strategic advisory on creative or Web3 initiatives

### Contact Information:

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