

# Rachel DeRieu

Art Director • Designer

## Get In Touch

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## Brain Training

**College For Creative Studies**  
September 2015 - May 2019  
BFA Advertising Design

**Xenith Sponsored Studio**  
January 2019 - May 2019  
Work with the brand and designers to launch new products. Create strategies to enhance presence in their current market and launch in a new sport.

**Doner Campaign Studio**  
January 2018 - May 2018  
Work with ACDs to create an innovative 360 campaign for Hasbro Board Games.

## I Did That

**The D Show Best of Student Nominee**  
2019

**The D Show Shortlist Nominee**  
2018

**District 6 American Advertising Awards**  
2018 Silver

**College for Creative Studies President's List**  
May 2018

**Greater Flint American Advertising Awards**  
2017 Silver, 2018 Silver, 2019 Silver

**CCS Student Exhibition**  
2016, 2017, 2018, 2019

## Gettin' Work Done

### MRM

Feb 2022 - Present

Art Director

Develop The Lyriq Effect communications. Assist on monthly eNews, EV LIFE, HRAP, LYRIQ order, and ad hoc emails for the Cadillac CRM/CLM team. Build iconography and illustration libraries for the Cadillac website.

### The Mars Agency

Aug 2021 - Dec 2021

Digital Designer

Create multiple ad campaigns at once in French and English for brands sold at Walmart Canada. Work with brands like L'Oreal and Dickies to merge their style guidelines with Walmart Canada's.

### roundtable6

May 2021 - Aug 2021

Junior Art Director

Give static elements life through animation. Build campaigns for print, social, digital, and television. Work with clients to provide elevated design templates they have the ability to edit.

### Alumni Association of the University of Michigan

Jan 2021 - Apr 2021

Art Director

Design creative for campaigns that live on social media, email, and direct mail. Develop graphics and printable activities for the Alumni Association of the University of Michigan site.

### Grumpy Penguin Creations

Sept 2019 - Dec 2020

Art Director / Graphic Designer

Produce brand style guides and logos variations. Take social media photography and curate feeds. Design websites and assets for businesses.

### Quicken Loans / Rocket Mortgage

May 2019 - Aug 2019

Creative Strategy Intern

Organize focus groups and gather research. Pitch creative concepts for Esports and college sports. Shadow creative directors and learn how different departments collaborate on campaigns.