

Rachel DeRieu

Art Director + Designer

EXPERIENCE

MRM, Detroit, MI – Art Director

Feb 2022 - Present

- ✦ Designed cohesive cross-platform communications through OLÁ, site, CRM, CLM, print, direct mail, and or experiential events.
- ✦ Created the new Pilot Program for GM VPP brands to provide the latest EV incentives and personalized offers across 9 audiences.
- ✦ Engineered Cadillac The Lyriq Effect (CRM) and EV Welcome (CLM) programs, boosting customer engagement by up to 21%.
- ✦ Crafted iconography and illustrations for Cadillac's digital presence.
- ✦ Pioneered efforts to streamline the creative process; empowered team members and rejuvenated work culture.
- ✦ Supported new business pitches, created innovative presentation materials, and facilitated award competitions.
- ✦ Exceeded leadership benchmarks by adopting innovative Photoshop and XD techniques, streamlining workflows, and boosting team efficiencies through my program knowledge.

Mars United, Southfield, MI – Freelance Digital Designer

Aug 2021 - Dec 2021

- ✦ Implemented OLÁ campaigns for brands available at Walmart Canada and aligned style guidelines with companies like L'Oreal and Dickies.
- ✦ Teamed with copywriters and translators to adapt layouts for English and French demographics, ensuring culturally accurate content.

roundtable6, Troy, MI – Freelance Junior Art Director

May 2021 - Aug 2021

- ✦ Developed campaigns for print, social, OOO, digital, and television.
- ✦ Collaborated with production teams to create storyboards, animate content, and produce video assets, elevating visual storytelling.

U of M Alumni Association, Ann Arbor, MI – Freelance Art Director

Jan 2021 - May 2021

- ✦ Crafted creative for campaigns across social, email, and direct mail.
- ✦ Negotiated with printing vendors to oversee material development.
- ✦ Generated graphics and printable activities for the Alumni Association of the University of Michigan site, enhancing engagement.

EDUCATION

College For Creative Studies – BFA Advertising Design

Sep 2015 - May 2019

Xenith Sponsored Studio – Art Director

Jan 2019 - May 2019

- ✦ Collaborated with the brand and designers to unveil new products.
- ✦ Formulated strategies to amplify market presence and emerge in a new sports category, driving brand growth.

Doner Sponsored Studio – Art Director

Jan 2018 - May 2018

- ✦ Partnered with an AD and an ACD duo to develop a groundbreaking 360 campaign for Hasbro Board Games, securing high client satisfaction.

CONTACT

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SKILLS

- ✦ Adobe Suite
- ✦ XD prototyping
- ✦ Animation
- ✦ Retouching
- ✦ Typography
- ✦ Direct Mail, Print, CLM, CRM Display, Social, Digital, OLÁ, Site, OOO, Video
- ✦ Quick Turnaround
- ✦ Client Presentations
- ✦ Deck Building
- ✦ Collaboration
- ✦ Communication
- ✦ Organization
- ✦ Culture Building

AWARDS

The D Show

Best of Student Nominee

'19

Shortlist Nominee

'18

American Advertising Awards

District 6, Silver

'17, '18, '19

College for Creative Studies

President's List

'18

College for Creative Studies

Student Exhibition

'16, '17, '18, '19