



## A Nugget Bout' Me.

I'm a free-flowing, idea generating, do what it takes creative from Metro Detroit, Michigan. A DnD rookie who loves story telling and an expert Animal Crossing designer. I'm not one to brag, but people enjoy my authenticity, goofiness, and ability to merge good times with hard work. I look forward to collaborating with you soon, cheers!

Art Director • Designer • Strategist

## Rachel DeRieu

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See What I Do:  
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## Gettin' Work Done.

### MRM

Feb 2022- Present

Art Director

Assemble monthly eNews and assist on EV LIFE, HRAP, and LYRIQ order 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 high end 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, take social media photography, 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.

## Brain Training.

### College For Creative Studies

September 2015- May 2019

BFA Advertising Design

### Xenith Sponsored Studio

January- May 2019

Work directly with the brand to launch new products. Create strategies to break into a new sports market.

### Doner Campaign Studio

January- 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

## Flex Zone.

Rapid Ideation

Storytelling

Collaboration

Deck Building

Motion Graphics

Color Theory

Retouching

UX/UI Design

Mock Ups

Illustration

