

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(CRM) and EV(CLM) programs. Standardize brand iconography and illustrations for Cadillac's digital presence. Create emails for monthly eNews. Assist with HRAP, EV LIFE, and LYRIQ order email development.

The Mars Agency

Aug 2021 - Dec 2021

Digital Designer

Create OLÀ campaigns 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, email, and direct mail. Develop graphics and printable activities for the organization's 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.

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.