

Rachel DeRieu

Art Director + Designer

EXPERIENCE

MRM, Detroit, MI – Art Director

Feb 2022 - Present

- ✦ Engineered 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.
- ✦ Designed emails for monthly eNews, Ad Hoc development, welcome programs, and site content.
- ✦ Pioneered efforts to streamline the creative process; empowered team members and rejuvenated team 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 – 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 – 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 – 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, Detroit, MI – 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 penetrate a new sports category, driving brand growth.

Doner Sponsored Studio – Art Director

Jan 2018 - May 2018

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

CONTACT

586 438 9034

rachelannderieu@gmail.com

www.rachelderieu.com

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

EDUCATION

The D Show

Best of Student Nominee

'19

The D Show

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