

# SOMER MYERS : *graphic designer*

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## work experience

### **AGENCY 720 : social media designer** November, 2015 - present

- : Designed landing pages for Chevy Year End, Chevy Military and local Chevy dealers
- : Designed Twitter Cards for Chevy
- : Designed Facebook cover photos, avatars, and Carousel posts for Chevy products
- : Produced over 100 retail offers on a bi-weekly basis

### **INNERWORKINGS : senior graphic designer** May, 2015 - October, 2015

- : Pitched and designed creative for Stoli
- : Designed icons for clients
- : Designed internal website for inwk creative
- : Produced 130 page book for Rhapsody Tours, UK

### **360FLY : graphic designer** February, 2015 - May, 2015

- : Produced images for Facebook, Twitter and Instagram
- : Created 15 second video clips for mobile and web
- : Designed reviewers guide for the 360fly camera
- : Assisted in point of sale designs for market sales

### **DIGITAS : art director** February, 2011 - December, 2014

- : Designed options for redesign of onstar.com
- : Designed direct mail print pieces for new OnStar customers
- : Produced email for OnStar customers
- : Mobile optimized GMC.com
- : Produced online ads for 3rd party sites including KBB and Edmunds.com
- : Implemented new designs for InMarket re-targeting ads for Chevy, Cadillac, GMC and Buick
- : Produced all Buick model pages for the 2012 buick.com launch
- : Edited images for GMC and Buick mobile and web sites
- : Handled multiple projects on a weekly basis and delivered creative on time

## skills

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: Email Campaigns	: Concept Design	: Mobile Design	: Digital Illustration
: Online Ads	: Logos	: Web Design	: Photography
: Direct Mail	: Layout		: Print Processing
: Social Media	: Typography		
	: Branding		
	: Corporate Design		

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## education

### **COLLEGE FOR CREATIVE STUDIES, DETROIT, MI** : B.F.A. in Graphic Design 2006-2010

- : Participated in Nike sponsored University of Michigan men's basketball project
- : Thinkshop with John Pobojewski of Thirst, Chicago
- : Senior Practicum course with Crain Communications, Detroit

### **ART INSTITUTE OF PITTSBURGH** : Associates Degree in Photography 1998-2000