

Somer Myers

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WORK EXPERIENCE

Rapp

Creative Director

Jan. 2026 – Present

Birmingham, MI

- I oversee all CRM work for OnStar, My GM Rewards & Card, Cadillac and Buick for General Motors ensuring work is strategically aligned across all communications.
- I lead multiple writers and designers to create high quality creative, at high volume, across email, social, and direct mail.
 - **Key Results:** Built creative teams that are collaborative, curious and encouraged to work across the aisle with account, project management and clients. Elevated the work across multiple lanes of business that resulted in clients requesting more work from my teams.
- Partner closely with strategy, account and client to strengthen creative by elevating storytelling that creates a more connected experience.

Blue Cross Blue Shield of MI

Visual Designer and Researcher

Oct. 2017 – Jul. 2023

Detroit, MI

- Michigan's largest health insurer with members in all 50 states. BCBSM has the state's largest HMO, Blue Care Network, which serves 830,000 members across Michigan.
 - Two million visits completed by over 250,000+ patients; 615,000+ students benefit from community programs; 93,000+ residents served monthly through 200 food pantries.
- As a visual designer and researcher, I researched and validated data across multiple projects with a focus on Members. I designed readouts that highlighted key data information that were easy to digest.
 - **Key Results:** Brought clarity and confidence where stakeholders had previously been creating duplicative work streams. Improved Member experience for prior authorizations by creating a digital tracker that updates Members in real time.

MRM

Associate Creative Director | Feb. 2019 – May 2022

Aug. 2016 – May 2022

Birmingham, MI

- I led six team members that created CRM marketing for Chevrolet and My Chevrolet Rewards loyalty program.
- Selected to participate in multiple pitches where I led creative teams to conceptualize award-winning ideas.

Senior Art Director | Aug. 2016 – Feb. 2019

- Prior to my promotion to ACD, I was lead creative for Buick and GMC where I led the art direction for how-to videos for Buick TourX, GMC Sierra, Acadia Denali and Terrain.

Agency 720

Social Media Designer

Nov. 2015 – Aug. 2015

Detroit, MI

- I designed 100+ media ads, every month, for General Motors Tier 3 retail space.

EDUCATION

College for Creative Studies

Degree: B.F.A, Major: Graphic Design

May, 2010

Detroit, MI

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** AC4D, Design Research & Strategy Course; IDEOU, Human Centered Design Course
- **Technologies:** Adobe Creative Suite, Figma, Keynote, Microsoft Suite, Mural/Miro
- **Skills:** Creative strategy, Wireframing, Data visualization, Branding, Synthesis, Journey maps, Concept development, Service blueprints
- **Interests:** Guitar, Gardening, Yoga, Boxing, Meditation, Reading, Watching *Taskmaster*, *RuPaul's Drag Race*