

Somer Myers

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Skills

Design & Strategy

Creative Strategy, Branding, Digital Design, Online Production, Graphic Layout, Email Design, Art Direction, Concept Development, Qualitative Research, Synthesis, Wireframes, Journey Maps, Service Blueprints, Data Visualization

Tools

Figma, Adobe Creative Suite, Microsoft Suite, Keynote, Mural, Miro, Dovetail

Education & Professional Development

College for Creative Studies

BFA, Graphic Design, 2007-2010

Austin Center for Design

Design Research & Strategy Course, 2023

IDEO U

Human-Centered Design Course, 2022

Professional Experience

Senior Visual Designer II - Blue Cross Blue Shield of Michigan | November 2021 - June 2025

- Led creative direction across projects within the design studio
- Built prototypes, wireframes, journey maps, and blueprints in Figma
- Designed outputs and presentations that clearly communicated solutions to stakeholders
- Presented research to stakeholders to secure alignment and buy-in
- Directed and coached team members to strengthen presentation quality and cohesion
- Wrote research protocols, conducted interviews, and synthesized findings that led to insights

Associate Creative Director - MRM | February 2019 - November 2021

- Managed 10+ co-workers on the Chevrolet and My GM Rewards teams
- Built relationships with clients that fostered trust which led to innovative solutions
- Oversaw copy and visuals for every project within Chevy and Rewards including digital, print, social and video
- Mentored junior and senior members with a focus on growth and collaboration
- Conceptualized and created visuals for various pitches including Cleveland Clinic, ETS and Anheuser Busch

Senior Art Director - MRM | September 2016 - February 2019

- Managed junior team members on the Buick and GMC CRM work
- Led art direction for how-to videos focused on Buick TourX, GMC Sierra, Acadia Denali and Terrain
- Established narrative direction for various pitches
- Designed emails for Buick and GMC owners including welcome, accessory, reminder and anniversary emails

Social Media Designer - Agency 720 | November 2015 - August 2016

- Produced over 150 Chevrolet retail ads on a monthly basis
- Designed carousel and canvas ads for Facebook and Instagram
- Created desktop and mobile landing pages for Chevrolet military, college and educator discounts