


Somer Myers

VISUAL DESIGNER : DESIGN RESEARCHER : STORYTELLER

 248-495-7706

 somermyers@gmail.com

 linkedin.com/somermyers

Skills

Qualitative Research
Synthesis
Wireframing
Journey Mapping
Service Blueprints
Art Direction
Data Visualization
Concept Development
Creative Strategy
Branding
Digital Design
Online Production
Graphic Layout
Email Design
Adobe Creative Suite
Microsoft Suite Keynote
Figma
Mural

Education & Professional Development

Austin Center for Design

Design Research & Strategy Course
2023

IDEO U

Human-Centered Design Course
2022

College for Creative Studies

BFA, Graphic Design
2007-2010

Professional Experience

Senior Visual Designer

Blue Cross Blue Shield of Michigan | November 2021 - Present

Researched and validated work on multiple projects within the organization. Built prototypes, journey maps and blue prints to support insights. Led interviews and synthesis for multiple projects across the BCBSM company. Created presentations for stakeholders to obtain buy-in.

Associate Creative Director

MRM | February 2019 - November 2021

Managed 10+ team members on the Chevrolet and My GM Rewards Mastercard® teams that oversaw copy and design for email, direct mail, social media and video. Participated in pitch work for various clients.

Senior Art Director

MRM | September 2016 - February 2019

Lead the creative for Buick and GMC owner content. Directed how-to-videos for Buick TourX, GMC Sierra, Acadia Denali and Acadia Terrain. Established narrative direction which changed the course for a large pitch and provided visual design direction. Created digital and print pieces for various pitches. Clients include Cleveland Clinic, GM, ETS, and Anheuser Busch.

Social Media Designer

Agency 720 | November 2015 - August 2016

Produced over 150+ ads for Chevrolet retail on a monthly basis. Designed carousel and canvas ads for social media outlets. Created desktop and mobile landing pages for GM military discount, college and educator discount, along with various LMAs across the country.