

# Chelsey Eichler

I'm a tech-loving, pixel-pushing, inclusive-designer with a heart for exceptional user experience and an eye for great storytelling. I'm passionate about approaching problems with a startup mentality and believe collaboration is key in any successful project.



**ART DIRECTOR**

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## Experience

FEB 2019 -  
PRESENT

**ART DIRECTOR - MRM//MCCANN DETROIT**  
GM INNOVATION LAB / NEW BUSINESS

- Leveraged design thinking to incubate rapid designs for future digital experiences and business models
- Designed several brand identities for programs within GM and Interpublic Group
- Translated user testing into innovative solutions
- Implemented creative strategies to enhance customer experience and drive profitability

OCT 2017 -  
JAN 2019

**JR. ART DIRECTOR - MRM//MCCANN DETROIT**  
GM, BUICK, CHEVROLET, CADILLAC AND GMC

- Designed for the 5 primary GM brands along with global partners associated with the brand
- Integrated the updated loyalty program into Owner Center which helped the MyRewards program increase enrollments by 30%
- Aligned with the UX, copy, and strategy teams to launch websites, OLA campaigns, apps, and email and direct mail marketing

NOV 2014 -  
MAY 2017

**ART DIRECTOR - KNOW ADVERTISING**

- Directed and prepped food photo and video shoots
- Worked closely with the account, digital and strategy teams on new business pitches
- Designed new brand identities and websites
- Mentored for the art direction internship programs

Etc.

2014

MSU Alternative  
Spring Break for  
Indigenous Rights

2017

GiveYoung.org  
Volunteer  
  
Temple Israel  
Volunteer

2018

WordCamp  
Ann Arbor  
Volunteer

## Awards

**CLIO AWARDS**

2019 - Shortlist for Budweiser  
Emerging Creative Award

**D SHOW | ADCRAFT DETROIT**

2019 - Shortlist for E.A.T (End  
Allergies Together) Print

**LONDON INTERNATIONAL AWARDS**

2018 - Silver for Gorilla Doctors  
Young Creatives Competition

**MID-MICHIGAN CREATIVE ALLIANCE**

2014 - Gold and Silver Addy for  
Print and Digital Campaigns

## Education

MICHIGAN STATE UNIVERSITY

2014 - Creative Advertising B.A.  
with a Minor in Spanish

2013 - Study Abroad at Universidad  
San Francisco de Quito

GPA: 3.83/4.0 | Dean's List (4 years)

## Skills

Adobe Creative Cloud, Sketch,  
Figma, InVision, Keynote, WordPress,  
Front-End Development, Bootstrap,  
Storyboarding, Food Photography, The  
Office Trivia, Bread Machine Operating