



# DANIELLE WILSON

## CREATIVE DIRECTOR

### DETROIT, MICHIGAN

248-797-1299

danielledenhawilson@gmail.com

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I work well in collaborative spaces where problems can be resolved with informed and smart design. I have a passion for working in digital and interactive media where I get to explore engaged content and intuitive experiences. My goals include leading with confidence, providing team autonomy, delivering high-quality work, and building client relationships.

#### MRM

August '21 - Current

#### CREATIVE DIRECTOR

Clients: Cadillac with a focus on Cadillac.com

I serve as a driving force behind the design and development of cadillac.com and lead the charge for the other GM brand sites. I lead a team of six and foster a collaborative environment with UX/UI, Strategy, and GMIT.

I led the design and production of the Digital Web Guidelines for Cadillac's rebrand in 2022, establishing a comprehensive framework for a seamless digital experience. This work placed us in a leadership position to review web work, leading to additional scope for the agency.

I successfully implemented a pattern library, ensuring design consistency and efficiency in the content management system.

My role extended to managing video and photoshoot productions, overseeing the entire process from conceptualization to execution.

#### COMMONWEALTH // MCCANN

November '16 - August '21

#### SENIOR ART DIRECTOR

Clients: Chevy with a focus on Chevy.com, Motown Museum

I served as a digital art director, working closely with my managers to develop and design pattern libraries to Chevy.com.

I worked on the 2019 All-New Silverado launch and the 2020 All-New Silverado HD launch for site which included video production, overseeing the entire process from conceptualization to execution.

#### THE MARS AGENCY

June '16 - Nov. '16

#### FREELANCE ART DIRECTOR & GRAPHIC DESIGNER

#### EXECUTIVE LANGUAGE SERVICES

November '13 - June '16

#### CHIEF OPERATING OFFICER

During a hiatus from advertising in 2013, I dedicated two and a half years to managing Executive Language Services, a multimillion-dollar face-to-face interpreting and document translation business in the Metro Detroit area.

In this role, I effectively managed a team of 20-30 interpreters, overseeing their schedules and ensuring seamless service delivery. My responsibilities extended to handling billing and payroll processes, as well as managing accounts and cultivating strong client relations. This experience enhanced my skills in operational management, client services, and team coordination.

#### GLOBALHUE

November '11 - November '13

#### ART DIRECTOR

Clients: Walmart, US Bank, NBA, OneMain Financial, Jeep, Chrysler, FIAT

#### UNION ADWORKS

April '11 - November '11

#### ART DIRECTOR

Clients: FIAT, Jeep, Chrysler

#### OGILVY

June '10 - August '10

#### CREATIVE INTERN

Clients: Glade, Raid, OFF!, BP, CDW, Truvia, Huggies



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I'm a vibrant creative on a mission to break free from the all-black wardrobe cliché. When I'm not pondering over the perfect hue for my next outfit, you'll catch me doling out unconventional gardening advice—yes, I can tell you how to blocking weeds with cardboard. I'm probably knee-deep in research on how to turn flowers into dye while listening to my favorite R&B tunes.

## AWARDS

2023 D SHOW Winner Best of Digital

2023 D SHOW Black D Winner

SEE IT BE IT PROGRAM RUNNER UP - CHOSEN OUT OF 300 APPLICANTS

Cannes Lions '19

A curated executive learning program that occurs during the Cannes Lions Festival to support the next generation of female creative directors.

INVISIBLECREATIVES.CO

June '19

PORTFOLIO OF THE MONTH

inVisibleCreatives is an initiative to help fix the gender ratio in the advertising industry by creating the largest female creative database.

## PASSION PROJECTS

CW CAREER DAY &  
JOB SHADOWING PROGRAM

Spring '18 - August '21

MENTOR AND GUEST SPEAKER

An internal job shadowing program at Commonwealth //McCann offered to Detroit high school students.

AFTER HOURS PRESS

November '12 - November '15

CO-OWNER

After Hours Press was letterpress studio located in Midtown Detroit. I ran the studio with Liz Kerner. The goal of the studio was to create a space of learning, exploration and collaboration. We offered letterpress classes, designed and printed freelance work.

Featured in Detroit Artist Market Design Show '13

Detroit Design Festival Venue '13-'14

## EDUCATION

COLLEGE FOR CREATIVE STUDIES

Bachelors in Advertising Design

## SOFTWARE

Figma, Sketch, Adobe Creative Cloud