

MARIUS INDREI

DESIGNER | CREATIVE DIRECTOR

MI

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248-200-8755 mobile

Experience

Associate Creative Director

Troy, MI
Oct 2015 - Present

Leo Burnett Detroit

As an Associate Creative Director, I helped manage a creative team working on ACDelco, Chevy Performance, Gm Marine, GM Parts and Collision, Certified Pre-Owned and Detroit Institute of Arts. We concepted and executed ideas for Digital Brand OLA, Retail, Website, Digital Video, Print, Broadcast and social. Our team helped develop the ACDelco social accounts for Facebook, Twitter and Instagram. We helped improve engagement and overall brand awareness on our social channels as well as the overall brand and messaging for all other accounts.

Associate Creative Director

Troy, MI
Aug 2014 - Oct 2015

Leo Burnett Detroit

As an Associate Creative Director, I helped manage a creative team working on GMC, Buick and Silverado Digital and Traditional. We concepted and executed ideas for Digital Brand OLA, Retail, Website, Digital Video, Print, Broadcast and social. Our team helped develop the Canadian Social accounts for Facebook and Twitter, for both Buick and GMC. We helped improve engagement and overall brand awareness on our social channels. We also worked to update the Canadian sites for all three brands and helped keep them on brand while creating new, more interactive sections on the websites.

Digital Art Director

Troy, MI
Mar 2013 - Aug 2016

Leo Burnett Detroit

I joined Leo Burnett as an Art Director, working on GMC, Buick and Silverado. I conceptualized and developed Digital executions for brand and Retail campaigns. I was able to learn how to work across three different vehicle brands, in sometimes difficult and demanding timelines.

Web Designer/Video Art Director

Southfield, MI
Mar 2012 - Dec 2012

Park West Gallery

I was brought on as a Web designer, to help rebrand the Gallery, redesign their website and later became the Video Art Director. I collaborated with our Print Designer to come up with a new brand that we pitched to the company as well coming up with ideas for new engaging video program. I also worked with our communications team to come up with a website that would be user friendly and help collectors of art and what they are looking for.

Digital Designer

Birmingham, MI
May 2009 - Feb 2012

McCann Erickson

With a strong focus on team effort and collaboration I worked on various web, print, small and large campaigns for GM, XM, Aldi, Colonial Williamsburg, Chevy, Cranbrook, ESSO, Michigan Lottery, Transformers and Fram. Tasks included Design, Art Directing and Conceptual work for Pitches and Campaigns that involved branding, retail campaigns and large scale online experiences. Also responsible for brainstorming and creating fun office games that energized and strengthened the teams in the creative department.

Contract Digital Developer

Birmingham, MI
Apr 2008 - Oct 2008

McCann Erickson

Worked with a production team to assemble web banners for retail clients. Also responsible for conceptual story boarding and design.

Motion Graphic Designer

Southfield, MI
Oct 2008 - Feb 2009

Milagro Post

Performed Animation, Stop Motion, Motion Graphics, Photography, Web design, and Print Design while working as a Motion Designer at Milagro Post. Responsibilities were production oriented and often required editing and final production oversight.

Design Intern

Dearborn, MI
May 2007 - Nov 2007

Carhartt

Assisted in creating conceptual and production ready design for various print projects such as posters, catalogs, and other marketing material. Received valuable insight into real-world production processes.

Education

BFA in communication design/Graphic Design

Detroit, MI
Aug 2004 - May 2008

College For Creative Studies

Computer Skills

Arranged by level of knowledge in the program from experienced to good: Photoshop, Illustrator, Indesign, After Effects and Premiere Pro.

Other Skills

Graphic Design, Stop Motion, Story board sketching, typography, photography darkroom procedures, photographic manipulation, flash animation, wood shop, print making, and carpentry.

Awards

D Show Best Integrated Campaign - Transformers Worldwide
Interactive Game

1st Place - Microsoft Imagine Cup Interface Design
Competition, Microsoft Ecommunity Website

Honors - 9th annual Interactive Design Awards, Project name

Gold & Silver Key - Scholastic Art and Writing Awards 2003

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