



DREW K. ADAMS

CREATIVE DIRECTOR

CONTACT

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-  Southfield, MI

EDUCATION

Bachelor of Fine Arts,
Graphic Design
*College for Creative Studies,
Detroit, MI*

SKILLS

- Creative Direction
- Art Direction
- Brand Strategy
- UI/UX
- Product Design
- Design Systems
- Visual Identity
- Creative Leadership
- Executive Presentations
- Generative AI Ideation

SOFTWARE

-  Adobe Creative Cloud
-  Figma Suite
-  Microsoft 365

PROFESSIONAL SUMMARY

Creative Director with 16+ years of experience leading digital, brand, and visual design initiatives for Fortune 500 automotive and lifestyle brands. Experienced in translating complex business objectives into scalable design systems, digital experiences, marketing campaigns, and executive presentations. Trusted partner to senior leadership with deep expertise spanning automotive retail, UI/UX, digital products, and integrated creative.

WORK HISTORY

Creative Director

SHIFT DIGITAL / BIRMINGHAM, MI

Jun 2014 - Aug 2026

- Directed design strategy and creative development for 50+ automotive, powersports, and hospitality brands, delivering print and digital experiences to thousands of retailers nationwide.
- Spearheaded the creative direction of proprietary analytics platforms, establishing comprehensive Figma UI kits and frameworks that shaped the visual language and experience for thousands of users annually.
- Led the end-to-end creative development of enrollment websites for automotive and powersports retailers, balancing usability, business objectives, and brand expression.
- Partnered with executive leadership on new-business pitches, shaping creative presentations that helped win millions in annual new business.

Clients: *Stellantis, GM, BMW, Porsche, Lexus, VW, Ferrari, Harley-Davidson, Yamaha*

Art Director & Multimedia Designer

AXIS CROSSMEDIA / TROY, MI

Jan 2014 - May 2014

- Animated YouTube commercials for Michigan Lottery.
- Designed product packaging for Happy Howie's Natural Dog Treats.
- Created web content for various Metro Detroit brands.

Clients: *Michigan Lottery, Faygo, Happy Howie's Natural Dog Treats, Bosch*

Digital & Print Art Director

LEO BURNETT / TROY, MI

Jul 2013 - Dec 2013

- Produced the Chevrolet Performance section of Chevrolet.com.
- Designed ACDelco advertisements and print materials for expos.

Clients: *Chevrolet, ACDelco*

Art Director & Production Designer

AIMIA INC / TROY, MI

Oct 2010 - Oct 2012

- Created and maintained graphics for Ford eSourceBook, supporting digital communications across Ford's dealer network.
- Designed layouts and digital content for Ford Frontline Online.
- Built interactive training modules for True Value Hardware employees.

Client: *Ford, True Value Hardware*