

EXPERIENCE

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Fishawack Health – Associate Creative Director

Feb 2021–Present

Creative lead dedicated to two brand launches in the rare disease space. Working on brand positioning as well as look and feel design. Conceptualizing unbranded campaigns for both patient and HCP. Building teams to help support the day-to-day workload.

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Area23 – Group Art Supervisor

April 2019 – Feb 2021

Client facing, day-to-day brand lead. Launched Ongentys, a COMT inhibitor for people with Parkinson's disease. Conceptualized and executed DSE, HCP, and DTC campaigns. Conceptualized and produced :30s & :60s DTC commercial. Rolled out print + digital campaign tactics into market — including a virtual convention booth. Providing direction and mentorship to designers. Worked on new business pitches.

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Saatchi & Saatchi – Art Supervisor

May 2016 – April 2019

Client facing, day-to-day brand lead. Launched Onivyde, an injectable therapy for metastatic pancreatic cancer. Designed a new brand look + feel from the ground up. Conceptualized and produced HCP + DTC campaigns and tactics, including print, digital, video, and experiential. Played an integral role in the refreshed branding, campaign concepting, and tactical rollout of Estrin, a post-menopausal treatment. Also worked on EMD Serono's fertility treatments + technology portfolio. Provided direction and mentorship to designers. Worked on new business pitches.

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Havas

Art Supervisor *March 2015 – May 2016*

Sr. Art Director *July 2012 – February 2015*

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Everlast

Art Director *June 2010 – July 2012*

Sr. Graphic Designer *June 2008 – June 2010*

Graphic Designer *June 2006 – June 2008*

AWARDS + RECOGNITION

2020 Lürzer's INTL Archive –
Neurocrine Campaign published
in Issue 3.32020.

2019 Creative Floor Award –
Best Print Sales Materials,
The Beauty of Science Revealed.

EDUCATION

State University of New York
B.F.A., Graphic Design / 2006.
Minor, Art History.