

EXPERIENCE

Hybrid Healthcare Communications

Senior Art Director

Jan 2023 – Present

- Spearheaded the design of over 50 digital and print ads, animations, and video projects for pharmaceutical and biotech companies, including Moderna and Bristol-Myers Squibb.
- Directed a team of 18 cross-functional members from project ideation through completion, ensuring high-quality creative execution.
- Produced high-level animated content using After Effects and Cinema 4D for VR experiences that led to over 205 convention booth visits.
- Researched industry trends, driving innovative design solutions that elevated creative quality and resulted in a 10% increase in client satisfaction with delivered work.
- Ensured uniformity in branding for over a dozen campaigns while meeting critical deadlines and adhering to industry regulations, leading to improved stakeholder feedback scores that rose by 20%.
- Delivered design presentations to clients, integrating feedback into revisions that led to the successful approval of 95% of proposed concepts and enhanced overall client satisfaction with final outcomes.

Art Director

Jan 2022 – Dec 2022

- Mentored and guided a team of 3 designers, fostering skill development in Photoshop, Illustrator, and Indesign that led to the successful completion of over 20 design projects ahead of schedule.
- Created over 30 animations and motion graphics that led to increased ad engagement across digital platforms, driving a significant uptick in viewer interactions by enhancing visual appeal and storytelling techniques.
- Designed and implemented ad campaigns across diverse media channels resulting in a 12% increase in client product visibility.
- Produced animations, digital ads, rideshare displays, and billboards to promote conference booths that led to over 851 interactions from attendees.
- Collaborated closely with copywriters, account teams, and clients to align creative output with strategic goals.
- Presented creative ideas during brainstorming sessions, contributing to project wins and successful pitches.

Associate Art Director

Jan 2021 – Dec 2021

- Developed and managed over 20 digital creative projects for both large and small-scale campaigns.
- Partnered with project managers to streamline design processes, reducing production time by 10% while maintaining high-quality standards.
- Created mood boards and visual style guides to ensure a unified brand presence.

Design Director

Jan 2019 – Dec 2020

- Leveraged Adobe Creative Suite to produce impactful infographic visuals that conveyed critical insights quickly; ensuring better audience understanding.
- Developed over 75 creative assets, including logos, brand identities, and infographics for clients.
- Managed more than 10 design projects simultaneously, meeting tight deadlines without compromising quality.

Production Artist

May 2017 – Dec 2018

- Assisted senior designers in developing campaign visuals and infographics for over 20 high-impact projects.
- Coordinated with the marketing team to align creative assets with campaign goals.

EDUCATION

School of Motion	Rutgers University
Cinema 4D Basecamp	Mason Gross School of Arts
Jul 2022 – Sep 2022	Bachelor of Fine Arts in Design
Animation Bootcamp	Sep 2013 – May 2017
Oct 2021 – Dec 2021	

SKILLS

Adobe Creative Suite	Lottie	Premiere	Storyboarding	Video Editing	Motion Design
After Effects	Illustrator	Blender	Photo Manipulation	Corporate Design	Modeling
Cinema 4D	Photoshop	Figma	Web Design	Illustration	Character Animation
Redshift	InDesign	Art Direction	Wix	Animation	A.I. Prompt