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MEDIA ART DIRECTOR

Award-winning “brand chemist” with extensive brand development experience in digital, interactive, experiential, and traditional media. Accomplished leader of interdisciplinary teams with capacity to manage creative projects within a fast-paced environment. Highly effective facilitator of design solutions geared for print and web-based initiatives that sync with brand strategy objectives.

Strengths include elevating brand equity through the implementation of core brand platform development, strategic visual communication, and tactical idea generation. Proactive and collaborative work style with ability to work independently and/or with internal and external teams.

CREATIVE EXPERTISE

- Web Design and Development
- E-media Design and Interactive Design
- Content Management Platform Design
- Flash Web Design and Animation
- UI and UX Design
- Brand Identity Design
- Brand Usage Standards Development
- Brand Platform Design and Tactics
- Integrated Brand Campaign Development
- Exhibit and Environmental Graphics
- Awareness Campaigns and Tactics
- Marketing and Sales Collateral
- Digital Imaging and Storyboarding
- Conceptual Rendering and Ideation

PROFESSIONAL EXPERIENCE

STINSON BRAND INNOVATION, INC., Chicago, Illinois
April 2006 to July 2010

A health, science, and technology consultancy accelerating the adoption of new treatments into practice.

Media Art Director

Led multiple projects simultaneously, prioritized and delegated daily tasks to a creative team in a time-sensitive and fast-paced environment. Collaborated with directors, designers, writers, web usability, technology, and strategy teams to create unified brand experiences across a variety of media channels. Provided design direction on brand campaigns, identity, print, e-media, interactive, UI, and UX initiatives that generated market-moving results. Managed partnerships in a network of creative resources including: designers, web developers, photographers, and vendors. Ensured brand integrity on high-profile accounts for clients such as: Baxter, CSL Behring, BioMarin, Covidien, Endo Pharmaceuticals, Merck, and Fujirebio Diagnostics.

- Led brand hallmark development on comprehensive global campaign for a C1 esterase inhibitor product through clinical trial phases, disease awareness programs, and product launch.
- Drove successful brand campaigns from strategy to execution within accelerated timelines on products including:
 - US promotional launch of a global IVIg specialty product
 - US educational program launch of a laboratory quality management system
 - EU promotional launch of a novel ovarian cancer biomarker
- Designed and assisted the deployment of a corporate CMS website with e-commerce extension for a sleep diagnostics company that was on-budget and on-time.
- Delivered print and online initiatives for a superparamagnetic particle product and increased sales by 26% in one month.
- Developed wireframes, IA, websites, microsites, HTML e-mails, multimedia presentations, Flash animations, GUIs, and interactive CD-ROMs that enhanced the virtual brand experience.
- Supported the creative team at client presentations by defining the intricacies of the concepts, tactics, storyboards, and/or prototypes that grew existing accounts and won new business.
- Fulfilled unaided webmaster role on internal corporate website, studio intranet, and online extensions that featured a multitude of e-media resources.
- Supervised, mentored, and enabled designers to produce high-impact creative; encouraged designers to develop creative that evokes immediate and emotional response.

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AWARDS

- MM&M Best Direct Marketing Award
- MM&M Best Design for PR Award
- RxClub Award of Excellence
- DxMA Awards
- Marcom Awards
- Davey Awards
- Hermes Awards
- Blingy Awards
- Communicator Crystal Awards
- IABC Award

TECHNICAL PROFICIENCIES

- Adobe PhotoShop
- Adobe InDesign
- Adobe Illustrator
- Quark Xpress
- Adobe Acrobat
- Adobe ImageReady
- Adobe Flash
- Dreamweaver
- HTML
- CSS
- QuickTime
- iLife applications
- Keynote
- Microsoft Office
- XML
- JavaScript
- ActionScript
- CMS platforms
- Audio/Video
- Mac OS

EDUCATION

Bachelor of Science Degree with Distinction

Computer Graphics Technology
Purdue University, West Lafayette, IN
December 2000

PROFESSIONAL EXPERIENCE

HEALTH INFO DIRECT, LLC, Schaumburg, Illinois
February 2001 to April 2006

A marketing communications agency specializing in coordinated communication programs.

Sr. Interactive Designer

Created interactive and user-friendly websites, microsites, e-CMEs, e-detailing programs, and HTML e-mails. Guided a team of designers and web developers in visual and technical direction on creative projects. Produced compelling design and layouts on projects involving: brand identity, meeting theme graphics, sales aids, brochures, posters, direct mail, product packaging, advertising, environmental, and exhibit displays. Dedicated lead designer on prominent accounts for clients including: Baxter, Abbott, Nabi Biopharmaceuticals, Dey, Physicians Interactive, and Taro Pharmaceuticals.

- Identified effective tactics in driving online participation among physicians, which resulted in a web-based learning module that reached five times the target recruitment within three months.
- Launched a corporate website for a pharmaceutical company focused on mature but under-promoted pharmaceuticals.
- Revived brand campaign for a prescription treatment that captured 45% market share to become the leading prescription treatment among pediatricians, and won a Medical Marketing and Media Award for Best Use of Direct Marketing to Healthcare Professionals.
- Overhauled a generic medication campaign and increased prescriptions in a crowded market from 20 in the first quarter to 241 in the second quarter.
- Developed brand identity for a tension headache product with low awareness among physicians in a crowded marketplace and increased prescription sales by 30% within six months.
- Designed platform for a CNS product that achieved highest physician recognition in testing.

DEC-O-ART, INC., Elkhart, Indiana

June 1996 to August 2000 (Summer Internships)

A nationally recognized screen-printing business that produces quality decals, labels, and graphic overlays.

Graphic Designer / Production Artist

Assisted marketing team with design and production of web graphics, journal ads, corporate brochure, exhibit displays, and promotional flyers that refreshed the brand's exposure within target markets and competitive landscapes.