



national-cancer-institute-701-FJjLAQ-unsplash-01222020

PHARMA

Pharmaceutical & Healthcare Industry Experience

2012-Present

2021: Merck

North Wales, PA • Digital Art Director

While working on Merck's flagship brand, Gardasil 9, my creative duties included cross-functional digital tactics, websites, interactive promotional tools, moving graphics, banners, Emails, brand studies, messaging and market strategy, multi-channel commercial campaign creative, AOR collaboration and brand look and feel. The agile team worked in lock step with external and internal partners and vendors for expedited strategic deployment and coordination. Each tactic followed a process driven path through government regulatory standards and legal mechanisms.

merck.com

Merck, specially the Gardasil 9 team, contracted myself to help make a specific vision happen. The G9 team consisted of 9 members with specific functions. As the Digital Art Director, I worked in tandem with another creative on the team, which was responsible for multiple-cross functional parts for the project. Since 2006, I have had a variety of experiences in a lead capacity and this position was no exception.

Our team was tasked to conceive a viable plan for the decommissioning of the "Run Campaign" creative and what would later turn into the "Data Driven" campaign to take it's place. By taking a deep dive with focus groups, A/B testing, market research and raw data, a front runner emerged. Creating a new national campaign from scratch with print, digital and TV commercial components, all had to have a high level of consistency and took an extensive attention to detail from every team member.

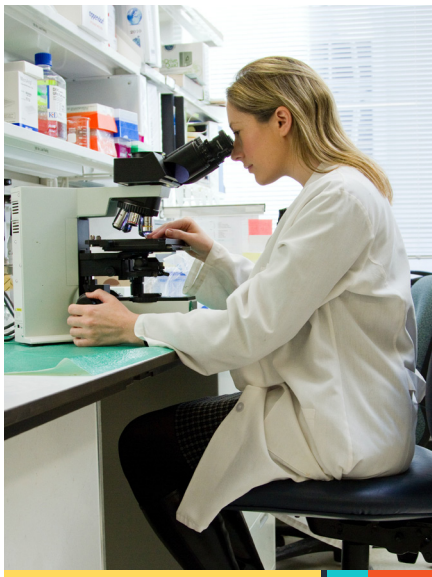
As we know, the medical industry is very regimented and we worked in lock-step with our FDA partners and internal stakeholders for approvals and deployment. Working with G9's external AOR, my counterpart and I worked on set design, casting, wardrobe, scripts, video production direction and look & feel. We built out patient and physician centric creative that ran in tandem at the same time. "Human" and "Data Driven" will launch in the first half of 2022.

Along with the new commercial creative, I was responsible for digital and animated social media banners, Emails, websites, messaging, look & feel and market strategy for both the old and new campaigns. Also during this time, I worked on interactive digital promotional/informational pieces for brand representatives and physicians.

(Currently, I am under a 2 year NDA with Merck regarding samples; Effective 11/12/21 - 11/12/23. I am more than happy to speak to my time with Merck, unfortunately I currently do not possess any digital samples. Upon launch of "Human" and "Data Driven" I will link to the creative on my website.)

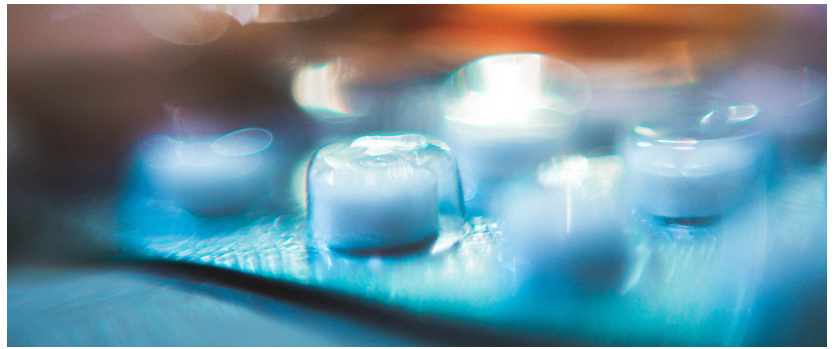
Pharmaceutical & Healthcare Industry Experience

national-cancer-institute-uVnRa6mOLOM-unsplash-02262020



Pharmaceutical & Healthcare Industry Experience

2022	Merck
2019 - 2020	Mount Nittany Medical Center
2019	Synchrony Healthcare: (Wakix)
2018	Tipping Point Media: (Janssen)
2017	Einstein Healthcare Network
2016	Christiana Care
2012 - 2013	Health Advocate
2012 - 2013	West Pharmaceuticals



nastya-dulhiier-x2cooe_MaG8-unsplash-0322020

2019 - 2020: Mount Nittany Medical Center, State College • Digital Art Director

While I was the sole Digital Art Director for Pavone, Mount Nittany Medical Center located in State College, PA was a client. Working with Pavone's development team, I facilitated and delivered website, digital & social media, digital gratitude board, and UX/UI solutions.

pavonemg.com • **mounnittany.org**

2019: Synchrony Healthcare, West Chester, PA • Sr. Package Designer / Art Director

I was contracted by Synchrony Healthcare a multi-disciplined, strategic siloed creative firm in the medical/pharma/healthcare space for full exploration and conceptualization of original content for package design solutions and print collateral, specifically Wakix.

(Wakix is a drug used to treat excessive daytime sleepiness in adults with narcolepsy.) These creative solutions aligned and were transformative to the clients needs and wants, bringing unexpected ideas to fruition for their end users.

synchronyh.com • **wakixhcp.com**

2018: Tipping Point Media

Malvern, PA • Art Director

Tipping Point Media is a trailblazer in the Pharma industry that creates memorable interactive and immersive VR experiences for their clients. These solutions include: hands-on learning tools, VR surgery run-throughs, and how to use and maintain medical device in the virtual space.

Specifically, I worked on a UX/UI solution for a proprietary monitoring device and interactive collateral for Janssen.

tipmedia.com
janssen.com

2017: Einstein Healthcare Network

Philadelphia, PA • Sr. Creative Designer

Was responsible for multi-tiered design collateral for Einstein's Hospital Network. Specifically, the hospital's 100th Anniversary yearbook. During this time, I was contracted for the layout and creative direction of the book, which included image & article sourcing, copywriting, editing, maintaining archival materials and vendor printing coordination. The direction includes timelines, info graphics, bio's and case studies. The yearbook was for internal use only and was distributed to select staff and physician team members.

einstein.edu

2016: Christiana Care

Wilmington, DE • Sr. Graphic Designer

Was contracted to rework and conceive new internal and external print collateral with the Hospital network. Specifically, the Internal Medicine and Residency Program. These multi tiered tactics were used as recruitment collateral and external promotional tools. Christiana Care had strict brand standards and every piece need to adhere to siloed look & feel.

christianacare.org

Pharmaceutical & Healthcare Industry Experience

2016: Christiana Care

Wilmington, DE • Sr. Graphic Designer

Was contracted to rework and conceive new internal and external print collateral with the Hospital network, specifically the Internal Medicine and Residency Program. These multi-tiered tactics were used as recruitment collateral and external promotional tools. Christiana Care had strict brand standards and every piece need to adhere to siloed look & feel.

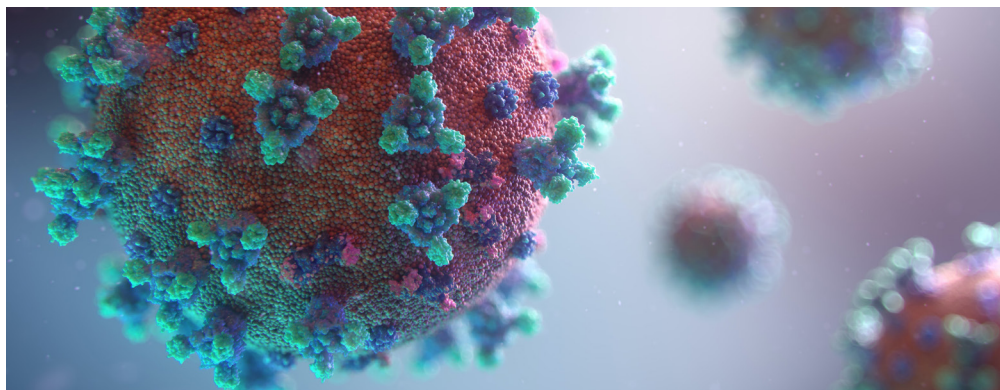
christianacare.org

2013: West Pharmaceuticals

Lionville, PA • Sr. Graphic Designer

West Pharmaceuticals being a global provider of innovative, high-quality injectable devices contracted me to retouch product images, catalogue and design print collateral for worldwide distribution. These tactics and pieces were varying and included but not limited to vial containment, prefillable systems, and self-injection platforms. West's products had a specific siloed look & feel with an over arching creative standard.

westpharma.com



fusion-medical-animation-mr803FNUNY-unsplash-03122020

2012 - 2013: Health Advocate

Plymouth Meeting, PA • Graphic Designer

During my time with Health Advocate, I was contracted to create for the "Quit" Campaign. My responsibilities included multi page print collateral, image retrieval & retouching and stakeholder coordination for strategic deployment. Health Advocate is a leading pioneer in helping Americans navigate the complexity of the healthcare system. Offering a full range of clinical and administrative services as well as behavioral health and wellness programs supported by medical claims, data science and a technology platform with a human touch.

healthadvocate.com