

360 Creative Director turned Product Design Lead with extensive Figma expertise and a diverse background in HCP, DTC, and health & wellness. Passionate about mentoring the next generation of designers and leading teams to deliver impactful solutions and multi-channel strategies. Committed to driving growth and brand success through user-centric designs, seamless digital ecosystems, and exceptional results.

2022-2025 Freelance and beyond! As a versatile creative UI/UX/CX Hybrid designer, I specialize in creative direction, branding and product design with expertise in Figma, Adobe Suite, creating and utilizing design systems. My work spans across websites, IVAs, touchscreens, trade show booths, AI chatbots, CRM, and Social media Reels/Shorts/Teasers. Currently, I am part of a team developing a Figma-based design system for AbbVie's DTC and HCP healthcare brands, streamlining digital experiences across 75 brands through collaboration with UX and development teams in design sprints. I deliver innovative and impactful solutions for marketing campaigns and launches that achieve scalable results. My experience includes partnerships with leading agencies such as Digital Health, Area23, Tonic, Havas CX, BGB, Vertic, Neon, Grey, Ogilvy, and more.

2022 MRM, Remote – Creative Director & Product Design Lead

- Directed the creation of a comprehensive brand CRM program and care program, utilizing data-driven insights to effectively reach both consumers and healthcare professionals
- Built, managed, and motivated a fully remote team of Art Directors, designers, and writers, resulting in the development of a highly successful creative platform for a \$10 million account
- Collaborated closely with strategy, project management, account, and development teams to ensure seamless project timelines, resource allocation, and concept development
- Led the creative team for the successful brand launch of LEQVIO, an injection therapy targeting LDL-Cholesterol
- Developed and executed impactful HCP and DTC social campaigns, effectively engaging physicians and patients
- Demonstrated outstanding performance, leading to increased business growth between the agency and the client within a short timeframe

2016-2022 HAVAS TONIC, New York, NY – Creative Director & Product Design Lead

- Spearheaded digital creative direction and production for high-profile clients such as Sanofi Genzyme (TeamingUpForDiabetes, Toujeo, Lantus, Soliqua, Zynquista, Admelog), Zicam, Prolia (Amgen) GSK (Dovato, cabenuva, Team Conext, APL, Nucala, COPD, Trelegy, BREO, Anoro) VACEPA and Alcon (PATADAY)
- Led effective digital campaigns, orchestrated brand launches, excelled in new business pitches, and consistently saved agency costs through technical and design expertise.
- Acted as the primary liaison between all departments and brands, serving as the client-facing creative lead
- Collaborated with account and strategy teams to ensure alignment of clients' brand tone and agency's point of view
- Managed art directors, designers and UX designers throughout the advertising process, from initial creative briefing to concept development and final production
- Mentored and provided guidance to creative teams on best practices for UI design, digital design systems, responsive site design, and social media and AI chatbots

2014-2016 FOUNDRY9, New York, NY – Associate Creative Director

- Led the creation of engaging banking apps and other digital experiences, employing innovative gamification strategies to captivate and connect with target audiences
- Successfully executed comprehensive creative direction and design solutions for high-profile clients including TD Bank, Lincoln Financial Group, Chase, AARP, Marriott Hotel, Ritz Carlton, Delta, and Unilever
- Provided effective supervision and mentorship to a team of junior designers, facilitating their growth and development while imparting invaluable knowledge of digital best practices
- Fostered collaborative partnerships with programmers and engineers to deliver exceptional results in responsive design, iPhone apps, and cutting-edge mobile-centric experiences

2012-2014 CDM NY, New York, NY – Associate Creative Director

- Clients included Xarelto, Mallinckrodt, Zyvox, Tygacil, Lipitor, Avastin, Rituxan, Biogen, FLECTOR Patch
- Spearheaded the art direction, concepting and UI for digital ad campaigns and marketing materials
- Directed the production of various digital projects, including websites, banners, emails, iPad apps, and mobile-based programs
- Supervised a team of junior designers, providing guidance and training in digital best practices

2005-2012 ANN Inc, New York, NY – Associate Creative Director

- Art Directed the user interface (UI) design for Ann Taylor and Ann Taylor Loft e-commerce platforms and CRM programs
- Led the weekly Style Closet editorial, showcasing the latest brand offerings and providing styling tips
- Oversaw the production of interactive marketing materials for Ann Taylor and Loft

AWARDS DTC NATIONAL BRONZE for Teamingup for Diabetes
FCS Financial Communications Society for Lincoln Financial Group (3 Awards)

EDUCATION School Of Visual Arts • Bachelor of Fine Arts • Communication Design • New York, USA