

13+ Years Leading High-Performing Creative Teams, Building Innovative Brands, and Driving Business Growth with Strategic Leadership and Award-Winning Work

LEADERSHIP

Creative direction and leadership; cross-functional team development and operations; brand strategy; integrated campaigns and omnichannel marketing; campaign launches; client partnership; business development

TACTICAL

Art direction for video and photo shoots, and animation & illustration; UX/UI design; brand identity systems; campaign concepting; personalized CRM; paid and organic social; motion and video; responsive web; print and packaging

AWARDS

MM+M Awards

Best App for HCPs

PM360 Pharma Choice

Digital, Silver

Clio Healthcare

Digital, Bronze

The Rx Club

Award of Excellence

DTC Perspectives

Best Digital

Manny Awards

Nominated

EDUCATION

BFA

Michigan State University

Graphic Design, Electronic Art, and Digital Humanities
Dean's List

RELEVANT EXPERIENCE

Razorfish Health | Chicago IL | April 2025–Present

Associate Creative Director

Elevated creative vision across a portfolio of multiple brands and indications, partnering with senior clients and agency leadership. Balanced strategic thinking with unexpected ideas that moved both clients and consumers, leading to expanded accounts. United Strategy, Account Services, Medical, Project Management, Production, and Client teams around ambitious creative ideas that could succeed in highly regulated environments. Shaped and advanced multidisciplinary creative teams while fostering a culture of inclusion, accountability, and innovation. Spearheaded new business pitches and agency growth initiatives, working directly with Executive Leadership. Shaped creative operations—including resourcing, allocations, staffing, budgets, and project scopes—to improve team effectiveness, elevate standards, and ensure consistent delivery of creative excellence. Cultivated a culture where curiosity, mentorship, and creative risk-taking produced stronger work and stronger teams.

Eversana Intouch | Chicago, IL | May 2019–April 2025

Sr. Art Director > Art Supervisor > Group Art Supervisor > Associate Creative Director

Hired, mentored, and grew creative talent of teams ranging from 3–9 creatives while managing staffing, workload allocations, and team utilization across multiple brands. Earned the trust of stakeholders and clients through persuasive presentations and strategic, creative storytelling. Transformed complex patient journeys into intuitive, connected brand experiences for some of the most popular pharmaceuticals in the world. Launched multiple indications of new prescription treatments simultaneously. Workshopped and implemented new processes during the launch of the Experience Design discipline, improving creative department utilization and efficiency. Facilitated successful solutions with Project Management, Strategic Planning, Consumer Experience, and Business Systems Analysis teams.

AbelsonTaylor | Chicago, IL | April 2013–May 2019

Freelance Art Director > Assoc. Art Director > Art Director > Sr. Art Director

Developed campaign concepts transforming complex ideas into memorable visual narratives to launch and update multiple brands. Brought ideas to life across multiple platforms including iOS, responsive web, motion and broadcast, social, in-store and package design, and branding and identity. Art directed photo and video shoots on location. Collaborated with in-house and external production artists, illustrators, and animators. Partnered with copywriters to create award-winning solutions for national and global consumer groups, new business efforts, healthcare professionals, and marketing teams.

CAHG, Siren Interactive, Michigan State University | Various | May 2011–July 2013

Freelance Designer

Engineered corporate branding for implementation on signage and out of home materials. Conceived print materials varying from event posters to program brochures. Conducted photo shoots and built animated lookbooks. Articulated design theory through blog writing. Orchestrated gallery exhibition designs and group installations. Constructed and tested user interfaces for desktop, mobile and tablet applications with Development and UX Designers. Applied brand standards across marketing materials to strengthen visual identity and communications.