

**Description:** As a seasoned Senior Art Director, I have worked on a wide range of therapeutic areas, such as: oncology (Novartis), CKD (Sanofi Renal), diabetes (Sanofi), hypertension (Merck), HRT (Wyeth), mental health (Janssen), osteoporosis (Procter & Gamble), dementia (Ortho-McNeil), and gastrointestinal dyspepsia (J&J Merck).

I manage the creative process by being a team leader who is able to deliver impressive solutions which specifically address the clients' strategic and branding needs by:

- Targeting, conceptualizing, developing, and delivering impactful print, digital, and interactive solutions for pharmaceutical clients
- Designing websites, interactive eLearning modules, email campaigns, video storyboards, and print materials for managed care, medical education, and speaker training programs
- Creating versatile designs that are developed to be multi-channeled and can be effectively applied across all deliverables
- Managing multi-media programmers, photographers, illustrators, printers, and freelance staff with ease, keeping them on target and budget
- Designing and producing large convention exhibits for domestic and international meetings and symposiums, as well as, designing environmental graphics for Fortune 500 companies
- Strong interpersonal and communications skills allows collaboration with internal teams members and clients
- Proficient in the most current versions of Adobe CC: InDesign, Illustrator, Photoshop, Bridge, Dreamweaver, QuarkXpress, Microsoft Word, Excel, and PowerPoint
- Working knowledge of CSS, HTML, WordPress, Flash, and Articulate
- Proficient on MAC OS and PC platforms

**Experience:** CHG Design, Newtown, PA 8-11 to present

*Freelance Creative Director*—Responsibilities include marketing and branding graphics for:

- Merck & Co. Inc., Global Creative Services
- St. Joseph's University, Philadelphia, PA
- Delta Medical Funding, Jacksonville, FL
- Launch International, Doylestown, PA
- ParleeStumpf, Doylestown, PA
- elsNetwork, East Norriton, PA
- St. Mary Medical Center, Langhorne, PA

ETHOS Health Communications, Newtown, PA 1-13 to present

*Senior Art Director*

- Responsibilities include creative direction, conceptualizing, and design development for Novartis Oncology therapies; Sanofi Renal, Renvela for Chronic Kidney Disease; and Novartis Genentech, XOLAIR for Asthma and Allergy
- Creative lead on AFINITOR for Advanced Breast Cancer (ABC), Advanced Pancreatic Neuroendocrine Tumor (PNET), Advanced Renal Cell Carcinoma (aRCC), and VOTRIENT for Soft Tissue Sarcoma (STS)
- Create innovative and impactful branded and unbranded concepts for advisory board meetings, medical congress activities, promotional speaker training events, speaker training materials, eLearning modules, video/storyboards, PowerPoint presentations, and printed leave behind materials
- Create enticing science-heavy graphics for medical communication pieces that educate oncologists and nurses on AFINITOR's dual inhibition of the ER and P13K/Akt/mTOR signaling pathways.



**Pinnacle Health Communications, Doylestown, PA**

6-99 to 8-11

*Director of Creative Services/Senior Art Director*

- Responsibilities included creative direction, conceptualizing, and design development for Ortho-McNeil-Janssen and sanofi-aventis educational resource tool kits that were targeted to a managed care audience of healthcare providers, patients, and employers
- Designed and directed sanofi-aventis intranet site for healthFORWARD programs and LTC Summit website for a National Forum
- Conceptualized corporate and trade journal ads for Merck's Senior Care Markets, Managed Care Markets, Pharmacy Group, and GPO/Hospital Segment Groups.
- Designed and executed capabilities brochures, detail aids, symposium, and convention materials for Merck & Co., Inc., Ortho-McNeil-Janssen, sanofi-aventis, Novartis, APhA, GlaxoSmithKline, Eisai, Inc., and Armada Healthcare

**Dudnyk Healthcare Group, Horsham, PA**

7-97 to 6-99

*Art Group Supervisor*—Responsibilities included functioning as a team leader that managed and supervised the art department of 10

- Acted as a liaison between Account Services, management, and the creative team
- Maintained quality creative standards and cost efficiencies by ensuring that all art directors were on strategic target with concepts and designs
- Effectively scheduled and managed all art director's job performance, work loads, monitored studio artists, and all freelance support
- Additional responsibilities included creative direction and design development for patient education programs, product monograph's, agency pitches, and international conventions for Novo Nordisk, Bristol-Myers Squibb, and Bausch and Lomb

**Toltzis Communications, Inc., Trevese, PA.**

11-95 to 7-97

*Associate Creative Director*—Responsibilities included creative direction and design for Wyeth-Ayerst International. Conceptualized themes, designed entire exhibit booths, designed all collateral print materials and worked with international and domestic vendors to produce convention exhibits and meetings for HRT and oral contraceptives products lines

**Ted Thomas Associates, Inc., Philadelphia, PA**

10-90 to 11-95

*Senior Art Director*—Responsibilities included creative direction and design development for journal advertising, direct mail campaigns, capabilities brochures, detail aids and collateral material for Apothecon, Becton Dickinson Consumer Products, Bristol-Myers Squibb, Johnson & Johnson-Merck, and SmithKline Beecham Managed Care Group

**Education:** Hussian School of Art, Philadelphia, PA  
Associate Degree in Specialized Technology and Visual Arts  
Villanova University, Villanova, PA

**Portfolio:** [www.caseygibbons.com](http://www.caseygibbons.com)  
[www.chgdesign.net](http://www.chgdesign.net)