

Known as Cora TheDesigner, I am an innovative creative with a distinct design approach, developed through years of refining my skills in visual language and digital expertise. My background is as a design lead and UI specialist. I have extensive experience developing comprehensive advertising and branding for international brands across many diverse industries.

EXPERIENCE

CONTRACT CREATIVE DIRECTOR | 2023-CURRENT

NEON -- BGB GROUP -- HAVAS -- LRMG -- GUTTMACHER--VERTIC

MRM Creative Director | 2022-2023

Client: LEQVIO (Novartis)

- Creative lead for HCP and DTC brand launch of LEQVIO, an injection therapy to help lower cholesterol (LDL-C)
- Crafted HCP and DTC social campaign to attract physicians and appeal to patients
- Partnered with strategy, project management, account, & development on all aspects of project timelines, resourcing and concept creation
- Oversaw the creation of a robust brand CRM program, and its care program with statistically driven data to reach consumers and HCP's
- Built, managed and motivated a fully remote team of AD, UX designers and writers to develop a successful creative platform for a \$10 million account
- The agency increased its business with the client in a 6 month period

HAVAS, Digital Creative Director | Design Director | 2016-2022

Clients: 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 digital creative direction and production for digital campaigns, brand launches and new business pitches
- Acted as the main point of contact for all departments and brands internally, and externally, as the client-facing creative lead
- Worked with account and strategy to make sure that the creative conveys the clients' brand tone as well as the agency's point of view
- Oversaw a team of art directors and designers and UX designers through the advertising process from the initial creative briefing, through to concepting and final production and development
- Educated and taught creative teams digital on best practices for UX design, digital design systems, responsive site design and social media

FOUNDRY9, Associate Creative Director | Product Designer | 2014-2016

Clients: TD Bank, Lincoln Financial Group, Chase, AARP, Marriott Hotel, Ritz Carlton, Delta, Unilever

- Executed all facets of creative direction and design solutions for each brand
- Supervised and mentored a team of junior UX designers and taught digital best practices
- Collaborated with programmers and engineers on responsive site design, iPhone apps, and mobile-centric experiences
- Created banking apps and other digital experiences that used gamification to engage audiences

CDM NY, Associate Creative Director | 2012-2014

Clients: Xarelto, Mallinckrodt, Zyvox, Tygacil, Lipitor, Avastin, Rituxan, Biogen, FLECTOR Patch

- Spearheaded the art direction, concepting, UX and UI for digital ad campaigns and marketing materials
- Oversaw production of digital projects such as websites, banners, emails, iPad apps and mobile-based programs
- Managed a team of junior designers and trained them in digital best practices

ANN Inc, Associate Creative Director | Product Designer | 2005-2012

- Executed the art direction and UX design for Ann Taylor and Ann Taylor Loft e-commerce sites
- Ran the weekly Style Closet editorial, which featured the brand's most current offerings as well as styling tips
- Managed production of Ann Taylor and Ann Taylor Loft interactive marketing materials

McCANN, Associate Creative Director | 2010 to 2011

Clients: Boehringer Ingelheim, Novartis, Ilaris

- Led the UX and UI design for the and gracefully carried digital design to new heights
- Worked with all departments to ensure on time delivery
- Handled all digital creative duties for the Broadcast department

COACH, Associate Creative Director | Product Designer | 2008 to 2009

- Created and produced seasonal digital campaigns for Coach's wholesale sites, including Macy's, Nordstrom and Dillards
- Redesigned multiple global COACH e-commerce microsites ie. COACH Japan
- Implemented a user-friendly shopping experience that encouraged site exploration
- Designed and executed Social media campaigns

AWARDS

DTC NATIONAL for Teamingup for Diabetes
FCS Financial Communications Society for
Lincoln Financial Group | 3 awards

EDUCATION

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

New York University • New York, USA
Diploma/ Certificate
Certificate in Digital Design & Production