

INDRAJEET CHANDRACHUD

LEAD PRODUCT DESIGNER, DESIGN LEADER

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Multidisciplinary design leader with 20+ years building regulated digital products and brand ecosystems in healthcare, pharma, and healthtech. Hands-on across discovery to delivery (journey mapping, IA, interaction design, prototyping, and design systems) while also providing creative direction for integrated campaigns including print, video, and convention storytelling. Experienced guiding teams through MLR/FDA workflows and accessibility standards, delivering clear, high-craft experiences that support measurable outcomes.

CORE STRENGTHS

UX strategy and product thinking • Discovery facilitation and workshop leadership • **Journey mapping, IA, and interaction design** • Prototyping (Figma) and design storytelling • **Design systems and governance** • Accessibility (WCAG 2.1+ AA) and inclusive design • **Veeva platform design (CLM/iVA, Approved Email)** • CRM and omnichannel ecosystems • **Measurement mindset (analytics, experimentation, qualitative feedback loops)** • Cross-functional leadership and stakeholder alignment • **Regulated workflows and compliance-ready execution**

PROFESSIONAL EXPERIENCE

PUBLICIS N.A. (Digitas Health), New York, NY

Contract Lead Product Designer | Feb 2026 to Present

- Serving as **Lead Product Designer on Rinvoiq, an AbbVie brand**, supporting digital product and UX development for a new indication launch, collaborating with cross-functional teams to deliver compliant HCP and patient experiences

SALUS TECHNOLOGIES, Pune, India

Product Design & Strategy Consultant | 2014 to Present

- Serving as principal product design and strategy consultant across a diverse portfolio including online gambling platforms (poker, casino, sports betting), SaaS products for financial services, CRM systems, and social applications.
- **Building full products end-to-end using AI-assisted development workflows (vibe coding), taking initiatives from product strategy and UX architecture through to functional, deployed digital products.**
- Responsible for the full product design stack across concurrent products: problem framing, information architecture, interaction design, visual design, and working implementation.

IPG HEALTH, New York, NY

Associate Director, Product Design | Nov 2020 to Dec 2025

- Grew and led a distributed product design organization from **1 pod (4 designers) to 15 designers across 3 pods**, supporting **55–65 concurrent initiatives** across global pharmaceutical brands
- **Redirected 67%** of Gilenya site visitors to Kesimpta (**+371% vs. prior benchmarks**) through a compliant, insight-driven experience strategy
- **Increased CRM sign-ups by 175%** for Vertex Pharmaceuticals' T1D pre-launch site, driving a **120% lift in engagement** (84% more interactions, 75% higher return visits)
- **Reduced submission-prep review cycles by 40%** for Sanofi by building an experience-first email design system used across 8+ CRM programs
- **Increased "Request a Rep" conversions by 300%** for Poteligeo (Kyowa Kirin) through a CTA-first redesign strategy
- Transformed the Tremfya Clearance Photo Library into a clinical decision support tool, driving high-intent engagement (**multi-view sessions, 2.3K downloads in month one, sustained per-case interaction**)
- Led end-to-end UX across web, CRM, and interactive platforms, translating complex clinical data into clear, compliant experiences
- Built and scaled design systems and workflow frameworks across enterprise ecosystems, improving consistency and delivery speed
- Partnered with Product, Engineering, Research, Analytics, Accessibility, and MLR/Legal to deliver compliant, measurable digital products.

INDEPENDENT CONSULTANT (CONTRACT AND AGENCY ENGAGEMENTS) | New York, NY

Product Design, UX/UI, CRM, Experience Design | Aug 2012 to Oct 2020

Agencies: Havas Health Plus, Wunderman, Patients & Purpose, J. Walter Thompson, Saatchi & Saatchi Wellness, DDB

Brands/Clients: PwC, Google, Qualcomm, Fingerplay games, AbbVie, GSK, Pfizer, AstraZeneca, Sanofi, (and others)

- **Reduced a 38-slide Humira IVA presentation to 8 high-impact slides** for AbbVie by redesigning the data visualization strategy, improving clarity, usability, and HCP comprehension
- **Led end-to-end UX/UI** across regulated healthcare and pharma ecosystems, including responsive web, CRM/eCRM, Veeva CLM detail aids, disease education, onboarding flows, and interactive tools.
- **Translated complex clinical narratives** into high-comprehension HCP and patient experiences, partnering with strategy, medical, legal, regulatory, and engineering to deliver compliant work under tight timelines.
- **Designed and prototyped Veeva-based experiences** with modular interaction patterns and production-ready specs to improve usability and clarity for field teams and HCP audiences.
- **Built scalable content and experience foundations**, including SEO-driven hubs and modular IA patterns that improved discoverability, consistency, and speed of delivery.
- **Delivered high-visibility innovation and multi-channel activations**, including interactive convention experiences, coordinating handoffs with distributed developers when required.

IPG HEALTH, Area 23 and NeON (Full-time) | New York, NY

VP, Group Art Supervisor, NeON | Jan 2010 to Apr 2012

- Led design direction for high-visibility work across the NeON portfolio, raising standards for craft and execution.
- Managed Pfizer portfolios (including anti-infectives, injectables, Greenstone, Relpax, Dilantin, Women's Health).
- Supported Actemra (Genentech) launch and growth and contributed to **early award-winning CRM programs** and brand engagement efforts.
- Led a team of 3 and supported major new business wins during the growth of Area 23 and NeON.

UNIT 7 (OMNICOM) (Full-time) | New York, NY

Art Supervisor | Jul 2005 to Dec 2007

- Led creative for Lyrica (Pfizer) from launch through multiple indication expansions, including CRM programs driving engagement.
- Supported additional clients including Cancer Treatment Centers of America, Bayer Contour, Celebrex, and Mastercard for Business.

WUNDERMAN (Full-time) | New York, NY

Senior Art Director | Jun 2000 to Jul 2005

- Developed integrated campaigns and CRM programs for Citibank, AT&T Wireless, IBM, Kraft, Xerox, Sony, Toys "R" Us, and Gannett.
- Contributed to retention and growth initiatives, including large-scale CRM programs and new-business wins.

EARLY CAREER

- **Communiqration** | Digital Art Director, Web Designer | Syracuse, NY | 1999 to 2000
- **Grey Group** | Art Director | Pune, India | 1997 to 1998
- **MullenLowe Lintas Group (formerly MAA Bozell)** | Art Director | Pune, India | 1996 to 1997

EDUCATION

Syracuse University, Syracuse NY - MFA Advertising Design
Directorate of Art, Mumbai, India - BFA Advertising Design

SELECTED LEADERSHIP AND DELIVERY THEMES

- **Design systems at scale:** components, governance, documentation, and adoption across multiple teams
- **CRM and lifecycle design:** email systems, modular templates, CLM and IVA ecosystems, omnichannel experience layers
- **Accessibility:** WCAG 2.1+ AA applied through standards, acceptance criteria, review gates, and design-to-build workflows
- **Distributed leadership:** remote-first management since 2020 across US and EU teams plus overseas engineering partners