

# INDRAJEET CHANDRACHUD



visual design



interaction design



prototyping



design systems



compliance  
(ADA / WCAG / FDA / EUA)

Consummate, award-winning designer with 20 plus years of experience in visual design and art direction and design. 20 years of product and visual design experience in digital media. A keen ability to lead teams and consistently develop digital products that deliver. Rich brand experience that includes Fortune 500 brands like Citi, IBM, Pfizer, Genentech and Google among others. Proven track record of nurturing talent and helping promising designers grow into creative leaders of tomorrow.

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(password:agencylogin)

## IPG Health, NY

Associate Director, Product Design (FCB Health / McCann Health) (Nov 2020-Present)

Selected clients: Merck, Novartis, Sanofi, Pfizer, Gilead, GlaxoSmithkline, Astrazeneca

- **Leading and growing the team as head of Product Design (UI) at McCann Health, NY across all brands.**
- **Helping clients create as well as improve existing enterprise design systems from discovery phase through design**
- Creating meaningful user centric digital experiences like responsive websites, interactive visual aids, digital trade booth experiences, digital kiosks; from design concept to release, using the latest technologies, in compliance with FDA and other pharmaceutical governing bodies in the US, and EU
- **Helped launch 14 new brands in 3 years** with by leading product design of digital launch-assets for various clients such as Novartis, GSK, Astrazeneca, Pfizer and Sanofi
- Spearheading the growth of the Product Design team at McCann Health by nurturing young talent and leading by example

Vice President, Group Art Supervisor (Area23/Neon (Jan 2008 - April 2012)

Selected brands: Pfizer Anti-infectives Portfolio, Pfizer Injectables Portfolio, Pfizer Greenstone Portfolio (generic oral pills), Actemra (Genentech), Relpax (Pfizer), Dilantin (Pfizer), Pfizer Women's Health

- Managed design and creative direction campaign development on above brands as well as 4 talented art directors
- Part of core team that helped launch Actemra (Genentech) globally as lead creative on Actemra CRM programs (US consumer)
- Managed creative development and design on 6 Pfizer brands and 4 drug portfolios simultaneously
- Part of the initial team that helped build FCB's conflict agencies, Area 23 (2008) and NeON (2010), which are now fully independent ad agencies under the FCB umbrella

## Havas Health, NY

Freelance Product Designer (Aug 2017-July 2018; Sept 2019-Nov 2020)

Selected clients: Sanofi, Tersera, Merck

- **Designed and developed a fully virtual Dupixent convention booth experience for American Academy of Dermatology Congress 2020 that went virtual for the first time ever due to the Covid-19 pandemic**
- Created and managed the development of multiple brand visual aids for the Veeva platform
- Managed design and development of interactive digital panels for booth experiences across multiple indications of Dupixent
- Developed multiple white papers for research to be converted into pathways for visual aids
- Managed and led teams to ensure execution of tactical items and development of strategic, high impact work
- Co-managed the creation, development and release of digital tactics through launches of multiple indications for Dupixent

## Saatchi & Saatchi Wellness, NY

Associate Creative Director (July 2018 - Sept 2019)

Brands: Abbvie (Humira, Rinvoq)

- Managed creative and campaign development on Humira, the most successful drug in history globally
- **Reimagined, visualized and redesigned the entire Humira core dataset to enable a fresh take on existing Humira data reinvigorating sales as the drug rapidly approached loss of exclusivity**
- Oversaw the evolution, design and deployment of the new Humira rheumatology brand campaign
- Managed the creation, development and execution of digital assets and products for conventions and professional detailing
- Managed creative development and creation of digital assets for US conventions for Humira including ACRO, AAO, and ACR, the largest rheumatology convention in the world
- Managed a team of 4 designers and art directors

*Continued*

## SKILLS

Adobe XD

Figma

Sketch

Illustrator

Photoshop

Indesign

## Well Versed in

Responsive Design

Prototyping

Design Systems

Flex problem solving

## Working knowledge of

CSS & HTML5

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## EDUCATION

### Syracuse University

MFA, Advertising Design

### Directorate of Art, Mumbai

BFA, Advertising Design

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## OTHER

### Fine Artist

Artist with solo and group exhibitions across the US, UK, EU and India.

**Featured in:** Art of England, Boro magazine

[www.indrajeet.com/art](http://www.indrajeet.com/art)

**Illustrator, Surface Pattern Designer**

## VML (Formerly Wunderman, NY & Wunderman Thompson, NY)

### Freelance Associate Creative Director (Jun 2015 - Aug 2017)

Selected brands: GlaxoSmithKline — Flonase, Theraflu, Breathe Right, Quit.com, Lamisil, Panoxyl

- Managed design and creative direction, content development and creation of digital assets for some of GSKs biggest respiratory and dermatology consumer brands
- Managed design and development of all of the brands responsive websites
- Developed an award-winning social micro-campaign for Flonase
- Managed creation and execution of multiple digital video campaigns across all brands

### Freelance Associate Creative Director (Sept 2013 - Mar 2014)

Brands: T.Rowe Price, Lyrica (Pfizer), Farxiga (AstraZeneca), Symbicort (AstraZeneca)

- Managed design and creative direction, content development, product design, and campaign development on above brands

### Senior Art Director (Jun 2000 - July 2005)

Selected brands: Citibank, Citi Cards, Citi Gold, Citi Business, AT&T Wireless, IBM Linux, Kraft Food & Family, Xerox, Sony, Toys'R'Us

- As senior art director designed and developed creative for above brands under the leadership of some of Madison Avenue's greatest creative directors
- Created award winning campaigns for Citibank, Citi Cards and other Citi products
- Helped grow Citibank business through win of the Citibank-AOL Financial Alliance business, Wunderman's first major digital new business win (2000)
- Part of new business wins for Wunderman that included Toys'R'Us, Kraft, Gannett
- Part of core team that led "Churn Program" for conversion of AT&T Wireless customers to Cingular post merger

## Patients & Purpose, NY

### Freelance Associate Creative Director (Aug 2012 - Sept 2013; Aug 2014 - Jun 2015)

Selected brands: Abilify (Otsuka), Actemra (Genentech), Celebrex (Pfizer), Lyrica (Pfizer)

- Managed design and development of digital products for above brands

## DDB, NY

### Freelance Visual Designer (Apr 2012 - Aug 2012)

Brands: Pricewaterhouse Coopers

- Managed design and creative direction, and product design for a small business forecasting tool
- Partnered with PwC's offshore experience design teams and managed overnight delivery of assets for the entire campaign

## Unit 7, NY

### Art Supervisor (July 2005 - Dec 2007)

Brands: Mastercard, Lyrica (Pfizer)

- Managed design and creative direction, content development and campaign development on Mastercard for Business and Lyrica
- Helped launch Lyrica, one of Pfizer's blockbuster drugs, for 3 separate indications as lead creative on CRM programs (US consumer)

## Grey Worldwide (Formerly Trikaya Grey, India)

### Art Director (May 1997 - Aug 1998)

Black & Decker Blenders, KSB Pumps, Honeywell Corporate

## AWARDS

**MM&M Awards.** Gold, Best Product Launch (2016) • **MM&M Awards.** Silver, Best Education Website (2014) • **CANNES, Lions Direct.** Finalist for Best Industry Self-Promotion (2002) • **DTC Awards.** Finalist for Unbranded Print Ad (2005) • **New York Festivals.** World Gold for Best Industry Self-Promotion (2002)

**ADDYs.** Silver for Best Industry Self-Promotion (2002) • **John Caples International Awards.** Finalist for

