Indrajeet Chandrachud *Director-level Product Design Leader*

Product + Visual Design | Enterprise Design Systems | Regulated UX (FDA/MLR, WCAG/ADA) | AI-Enhanced Workflows

SUMMARY

Multidisciplinary product and visual design leader with 25+ years of experience shaping digital ecosystems for healthcare, pharmaceutical, and life science brands. Lead a pod of 10+ product designers delivering compliant, user-centered experiences across responsive sites, IVAs, apps, AR/VR, and lifecycle content. Deep expertise in enterprise design systems, cross-functional leadership, and scalable ways of working in highly regulated environments.

SELECTED IMPACT

- Lead a pod of 10+ product designers managing 35–40 active projects across 10–12 global and U.S. pharma brands at any given time.
- Delivered digital experiences for 40+ pharmaceutical brands across therapeutic areas including neurology, oncology, immunology, cardiovascular, psychiatry, rare disease, and metabolic health.
- Contributed to 20+ product and indication launches across global and U.S. markets (concept through release) across websites, IVAs, apps, and immersive convention experiences.
- Implemented scalable enterprise design systems and improved workflow/visual alignment across teams and ecosystems.
- Integrated AI-assisted design tools to accelerate prototyping, content ideation, and design-variation development to increase throughput and scalability.
- Reimagined Humira's HCP data narrative by reducing 34 dense data tiles to 7 high-impact touchpoints to improve clarity, usability, and engagement in professional detailing.

CORE COMPETENCIES

- **Design Leadership & Team Enablement** (pod leadership, mentorship, quality standards)
- **Product UX/UI for Regulated Environments** (FDA/MLR, WCAG/ADA)
- **Enterprise Design Systems** (scalable components, patterns, governance, adoption)
- **Cross-Functional Collaboration** (Product, Engineering, Strategy, Research, Compliance)
- **Patient + HCP Digital Experiences** (web, IVA/CLM, lifecycle content)
- **Immersive & Convention Experiences** (AR/VR assets, digital panels, virtual booths)
- **AI-Enhanced Design Workflows** (rapid exploration, prototyping acceleration)
- **Visual Storytelling & Information Design** (data narrative, clarity, engagement)

PROFESSIONAL EXPERIENCE

IPG HEALTH (FCB Health, McCann Health, Area 23)
Associate Director, Product Design | 2020 – Present

Scope: Lead a pod of 10+ product designers; manage 35–40 active projects across 10–12 brands concurrently.

- Lead and deliver compliant, user-centered digital experiences across responsive sites, IVAs, apps, AR/VR, and lifecycle content for global and U.S. markets.
- Partner with cross-functional teams to drive alignment and execution across complex, regulated UX initiatives.
- Lead digital experiences for 40+ pharmaceutical brands across multiple therapeutic areas; ship across HCP and patient audiences.
- Implement scalable design systems across enterprise ecosystems; improve team workflows and visual alignment across workstreams.
- Integrate AI-assisted tools to accelerate prototyping, content ideation, and design-variation development, enabling more scalable creative approaches across teams.

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PROFESSIONAL EXPERIENCE (Continued)

HAVAS HEALTH | SAATCHI & SAATCHI WELLNESS | WUNDERMAN THOMPSON | DDB | PATIENTS & PURPOSE | FCB HEALTHCARE
Digital Creative / Product & Visual Design (Freelance + Staff) | 2008 – 2020

- Directed product and visual design strategy for top-tier healthcare brands including Pfizer, GSK, Genentech, Sanofi, AstraZeneca, Otsuka, and Merck.
- Delivered responsive websites, Veeva visual aids, digital panels, and immersive convention experiences across 15+ drug launches.
- Led multi-disciplinary teams to deliver cohesive patient, HCP, and caregiver experiences from concept through delivery while balancing storytelling, compliance, and business outcomes.
- Reimagined Humira's HCP data narrative by overhauling its core dataset, reducing 34 dense tiles to 7 high-impact touchpoints to improve clarity and engagement.
- Oversaw multiple Dupixent indication launches during COVID-19, including a fully virtual AAD 2020 convention booth, remote-friendly IVAs, and booth-based digital panels.
- Served as an early creative member during the founding of FCB's Area 23 and Neon agencies, helping establish agency identity, process, and early award-winning work.
- Directed CRM and launch campaigns for Lyrica, Actemra, Farxiga, Celebrex, and Abilify—translating medical complexity into human-centered communications.
- Led visual and content design for Think with Google, translating complex data and marketing trends into editorial layouts, infographics, and interactive experiences to expand thought leadership.

UNIT 7 | WUNDERMAN | GREY WORLDWIDE (India) | LOWE (India)
Creative Roles (Art Direction / Digital & Integrated) | 2000 – 2008

- Crafted award-winning campaigns and digital-first creative for global brands including Citibank, Mastercard, IBM, AT&T Wireless, Kraft, Sony, and Toys"R"Us.
- Senior Art Director at Wunderman; led creative for Citi Cards, Citi Gold, and Citi Business, including the Citibank–AOL Financial Services Alliance.
- Directed AT&T Wireless "Churn Program" post-merger with Cingular, overseeing design and messaging to drive subscriber conversion and retention.
- Contributed to major new business wins (including Kraft, Toys"R"Us, and Gannett), expanding agency reach and creative output.
- Built early foundation at Grey and Lowe (India) across consumer and industrial brands including Black & Decker, Tetrapak, KSB Pumps, and Culligan Water.

TOOLS, PLATFORMS & PRACTICE

- **Design & Prototyping:** Figma, Adobe XD, Illustrator, Photoshop, InDesign
- **AI-Enhanced Tools:** Midjourney, DALL·E, Photoshop Generative Fill
- **Front-End Fluency:** HTML/CSS (working knowledge); Veeva (IVA/CLM)
- **Accessibility & Compliance:** WCAG, ADA; regulated review environments (FDA/MLR)

EDUCATION

MFA, Advertising Design – Syracuse University
BFA, Advertising Design – Directorate of Art, Mumbai