

INDRAJEET CHANDRACHUD



creative direction



product design



visual design



content



experience



data visualization

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

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WORK EXPERIENCE

FCB Cure, NY.

Freelance Associate Creative Director (FCB Cure) (Nov 2020-Present)

Brands: Verquvo (Merck)

- Spearheading creative on launch of Verquvo, a cardiovascular drug for US consumer and professional markets
- Leading creative during launch process including FDA and OPDP submissions
- Managing two separate creative teams for professional and consumer accounts

Havas Health, NY.

Freelance Associate Creative Director (Aug17-July18; Sept 19-Nov 20)

Brands: Dupixent (Sanofi Regeneron), Prialta (Tersera/Jazz), Gepafixant (Merck)

- Conceptualized and developed award-winning campaigns for US and Global markets
- Designed and developed assets and products for digital, as well as experiential marketing
- Created and managed multi-channel campaigns to raise brand awareness through indication launches
- Managed creative teams through FDA submissions of creative assets
- Managed and led teams to ensure day-to-day tactical items are executed and strategic high impact work is developed
- Co-managed launches of multiple indications for Dupixent
- Co-managed design and development of first Dupixent (Atopic Dermatitis) Virtual Booth
- Co-managed launch of a new Merck cough drug for US market

Saatchi & Saatchi Wellness, NY.

Associate Creative Director (July 2018 - Sept 2019)

Brands: Humira (Abbvie), Rinvoq (Abbvie)

- Managed creative and campaign development on Humira, the most successful drug in history globally
- 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 development of creative assets for US conventions for Humira including ACRO, AAO, and ACR, the largest rheumatology convention in the world
- Reimagined and visualized the entire Humira core dataset to enable a fresh take on the Humira data
- Managed a team of 4 designers and art directors

Wunderman Thompson (Formerly Wunderman, NY)

Freelance Associate Creative Director (Jun 2015 - Aug 2017)

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

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

Patients & Purpose, NY.

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

Brands: Abilify (Otsuka), Actemra (Genentech), Celebrex (Pfizer), Lyrica (Pfizer)

- Managed design and creative direction, content development and campaign development on some of above brands
- Managed design and development of digital products for various brands

Continued

SKILLS

Adobe CC:

Photoshop

Illustrator

InDesign

X.D.

Well Versed in

Responsive Design

Prototyping

Grid Systems

Flex problem solving

Working knowledge of

CSS

HTML5

EDUCATION

Syracuse University

MFA, Advertising Design

Directorate of Art, Mumbai

BFA, Advertising Design

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



Wunderman Thompson (Formerly J.Walter Thompson, NY).

Freelance 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

DDB, NY

Freelance Associate Creative Director / Product 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

FCB Healthcare, NY (Area23, Neon)

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

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
- Part of core team that helped launch Actemra (Genentech) globally as lead creative on Actemra CRM programs (US consumer)
- Managed multiple Pfizer drugs and drug portfolios simultaneously and a team of 3 art directors
- 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

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)

Wunderman Thompson. (Formerly Wunderman, NY)

Senior Art Director (Jun 2000 - July 2005)

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
- Part of new business wins for Wunderman that included Toys'R'Us, Kraft, Gannett, Citibank-AOL FSA
- Part of core team that led "Churn Program" for conversion of AT&T Wireless customers to Cingular post merger

Grey Worldwide (Formerly Trikaya Grey, India)

Art Director (May 1997 - Aug 1998)

Lowe Worldwide (Formerly Maa Bozell India)

Art Director (Apr 1996 - May 1997)

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 Best Consumer Single (2001)