

INDRAJEET CHANDRACHUD



visual design



interaction design



prototyping



compliance (ADA / WCAG)



data visualization

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, Roche 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)

WORK EXPERIENCE

FCB Health, NY.

Lead Product Designer (Visual) (FCB Health) (Nov 2020-Present)

Selected clients: Merck, Novartis, Sanofi, Pfizer, Gilead, GlaxoSmithKline,

- Spearheading product design on multiple brands as part of IPG Health's XD initiative serving all IPG Health agencies (FCB Health, McCann Health and all other subsidiary agencies)
- Managing a small team of 4 designers and partnering with stakeholders to create engaging digital products that deliver performance and meet KPI goals
- Creating meaningful digital experiences like responsive sites, visual aids, interactive booths, virtual conventions from concept to release, using the latest technologies and in compliance with FDA and other pharmaceutical governing bodies in the US, as well as globally
- Delivered a 400% increase in "request for reps" in first month with a redesigned Poteligio site
- Currently managing a combined launch of 6 digital products, branded and unbranded for a new Agios drug, Pryukynd

Havas Health, NY.

Freelance Product Designer (Aug17-July18; Sept 19-Nov 20)

Selected clients: Sanofi, Tersera, Merck

- Designed and developed a fully virtual Dupixent convention booth experience during Covid 19 pandemic for American Academy of Dermatology Congress 2020
- 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: 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 creative development and creation of digital 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 reducing the detailing experience from 34 to 7 tiles
- Managed a team of 4 designers and art directors

Wunderman Thompson (Formerly Wunderman, 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

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

Continued

SKILLS

Adobe XD

Figma

Sketch

Illustrator

Photoshop

Indesign

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 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

FCB Healthcare, NY (Area23, Neon)

Vice President, Group Art Supervisor (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
- 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)

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
- Part of new business wins for Wunderman that included Toys'R'Us, Kraft, Gannett and Citibank-AOL FSA the first big digital win for Wunderman globally
- 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) Black & Decker Blenders, KSB Pumps, Honeywell Corporate

Lowe Worldwide (Formerly Maa Bozell India)

Art Director (Apr 1996 - May 1997) Tetrapak, Culligan Water

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)