

INDRAJEET CHANDRACHUD

PRODUCT DESIGN LEADER

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Principal-level product design leader with 20+ years shaping complex, regulated digital ecosystems across healthcare and pharma. Specializes in translating clinical and business complexity into scalable, compliant, and high-performing experiences. Known for driving measurable outcomes across conversion, engagement, and operational efficiency while building and leading high-performing distributed teams.

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 Rinvoq, 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
 - Designing CRM programs for a GLP-1 launch at Novo Nordisk
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IPG HEALTH, New York, NY

Associate Director, Product Design | 2023 to Dec 2025

Product Design Lead | Nov 2020 to 2023

- 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. the previous site in the first 30 days)** through a compliant, insight-driven experience strategy
 - **Increased CRM sign-ups by 175%** for Vertex Pharmaceuticals' T1D pre-launch site in its first 30 days vs. the previous 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 5 CRM programs
 - **Increased "Request a Rep" conversions by 300%** for Poteligeo (Kyowa Kirin) in the first 30 days vs. the previous site, 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.
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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

Communigration | 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