

Lindsay Nofelt / Art Director / San Francisco

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Experienced art director who has spent 7+ years in NYC at a variety of agencies. Well-rounded with both print and digital expertise in consumer and pharmaceutical marketing categories.

Creative Problem Solver

Strategic Thinking / Branding / Campaign Development / Concepts / New Business / Market Research

User Experience Design

Content Strategy / Social Media / For web, e-mail, tablets, and convention settings

Strong Manager

Leader / Mentor with focus on developing talent and professional growth / Recognizes and adjusts for different temperaments

Highly Organized

Leading effective meetings / Time management

Persuasive Speaker

Effective communicator in both verbal and written forms

Cross-media designer

Skilled with up-to-date programs / Adobe CS5

Group Art Supervisor

JUICE Pharma Worldwide / New York, NY / 2011

Helped lead the high-profile launch of Picato, a topical cream for actinic keratosis, a pre cancer of the skin. Developed effective materials for professional and consumer markets, including a health awareness effort. Managed daily work flow of five art directors, giving clear input and direction to motivate and improve the strategic focus of each concept and tactic. Became a go-to creative voice for marketing managers at LEO Pharma, selling in agency recommended solutions for the breakthrough product.

Art Supervisor

JUICE Pharma Worldwide / New York, NY / 2009-2011

Brought focus, energy, enthusiasm to convention designs, Web sites, e-mail, and print brochures for the leading hemophilia B therapy, BeneFix. Mentored the growth of art directors. Built and maintained an excellent client relationship during Pfizer's acquisition of Wyeth. Sold in innovative solutions for our client as the agency moved into the digital space, helping the hemophilia franchise reach \$1 billion in sales.

Sr. Art Director

JUICE Pharma Worldwide / New York, NY / 2007-2009

Managed flow and assignments of staff illustrator for GARDASIL, a HPV vaccine. Participated in multiple pitches that won the agency new business. Carved out a leadership role on the hemophilia franchise. Started an internship program for art directors, selecting and hiring students with teams agency-wide.

Art Director

Saatchi & Saatchi X / New York, NY / 2005-2007

Concepted and executed strategically grounded compositions ranging from print ads to environmental design. Clients included P&G, Novartis, Nestle, Wendy's, JCPenney, Pay By Touch, and Perdue. Presented to P&G brand managers whom consistently praised the work and attributed their success to agency partnership.

Jr. Art Director

Ogilvy DirectDesign (now RedWorks) / New York, NY / 2004-2005

Juggled multiple projects, meeting deadlines and turning around many projects in a day. Designed direct mail, trade magazine ads, revised internal documents, developed posters for financial and technology clients. Was offered a staff position.

Designer

ICS / Syracuse, NY / 2004

Designed and visually architected over 12 university athletic Web sites using Photoshop, HTML and CSS. Interfaced with clients to define the needs for their site.

Jr. Designer

stressdesign / Syracuse, NY / 2004

Implemented design for Syracuse University's College of Law Web site.

Education

Syracuse University / Syracuse, NY / Bachelor of Science in Graphic Arts
Summa Cum Laude / S.I. Newhouse School of Public Communications