



**SUMMARY**

Strategic creative well-versed in integrated storytelling. Brand experience includes health care, consumer goods, technology and financial. Experienced team leader and mentor.

**EXPERIENCE**

**Publicis North America** | 2015 – Current | ACD

Creative direction for 360° consumer-facing campaigns for large pharmaceutical brand

- Developed branded and unbranded online and offline content for new indication, hidradenitis suppurativa (HS)
- Concept development of social media initiatives for psoriatic arthritis, psoriasis and HS
- Participate in sister-agency content collaborations

**Barbara Seitz Design, Inc.** | 2008 – 2015 | Freelance ACD

- **360i** — Social and interactive marketing for Kraft Foods (Oreo, Dentyne, Kraft Naturals, and Kraft Canada and Comida), National Car, Alamo, and jcpenny
- **DeVries** — Social launch of P&G's Swash Cleaning System
- **Evoke Interaction** — 360 pitch work and art direction for Novartis, Allergen, DSI and Amgen
- **G2 Direct and Digital (Geometry)** — Genetech/Xolair, BMS/Orencia, J&J/Doxil and Lilly/Cialis
- **Publicis Kaplan Thaler** — Creative direction for TV/digital campaigns and pitches for Abbott, Aflac, P&G, Merck consumer products and Nestle
- **Rauxa** — Verizon Wireless and Capital One digital and offline marketing projects
- **Rocket Lawyer** — Infographic and presentation design

**G2 Direct and Digital** | 2002 – 2008 | CD

Lead the creative team responsible for developing online and offline marketing communications for Adobe Systems focusing on product launches, customer retention and acquisition

- Relocated to G2's San Francisco office to build and manage the creative team. Was responsible for creative direction, new business development and day-to-day creative management
- Facilitated the integration of the Adobe and Macromedia brands after acquisition
- Product launches of Creative Suite 1-5, Acrobat 6-10, Adobe Enterprise Platform

**Barbara Seitz Design, Inc.** | 2000 – 2002 | Freelance ACD

- **Zentropy** — Site design and development for J&J, Roche and Coca-Cola
- **Grey Direct emarketing Group** — Site design and pitch work for Casual Corner, Oracle, J&J and Cheap Tickets

**Grey Direct emarketing** | 1996 – 2000 | Senior Art Director/ACD

Joined the startup group as senior art director. Developed sites for Seagram Wines and Seagram Corporate from the ground up: creating site maps, wireframes and content design

- Promoted to ACD to oversee the design and development of the first Chase credit card website and Chase online advertising

**SKILLS**

**CREATIVE**

Visual & User Experience Design  
Concept Development  
Brand Development  
Team Management  
Product Launches

**TECHNICAL**

Acrobat Pro  
Illustrator  
InDesign  
Keynote  
Photoshop

**EDUCATION**

BS Industrial Design majoring in Visual Communication  
The Ohio State University