



# Lisa Larson

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## Results-Driven Creative Director-Art | Creative Strategy

Pharmaceutical, Medical Device, Life Sciences, Healthcare, Wellness

### SUMMARY

As a hands-on creative with over 20 years of experience, I specialize in clear visual storytelling and strategic framing that elevates complex ideas. I love partnering with HCP and DTC clients, both branded and unbranded, to transform scientific and clinical information into engaging communications people can understand and act on.

I'm comfortable working independently or leading teams of any size, guiding projects from insight through launch and delivering high-impact results on tight timelines. My approach includes tailoring patient and HCP experiences, leveraging SEO, GEO, and data insights for relevance and performance, and using AI thoughtfully to enhance creative quality and efficiency.

### WORK EXPERIENCE

#### Associate Creative Director

**Digitas** NYC 04/2024 – Current

Pfizer: **Nurtec**

- Led a comprehensive overhaul of brand visuals and messaging for CRM campaigns, aligning with evolving HCP and patient preferences; received praise from key Pfizer stakeholders.
- Built strong client partnerships and guided teams toward integrating animation across CRM programs to enhance engagement.
- Managed a high volume of creative deliverables while consistently meeting deadlines and staying within budget.

Creative Director/Associate Creative Director (Freelance 03/2019 – 04/2024)

#### OVERVIEW

Hands-on leader of multi-channel campaigns across social media, CRM, rebrands, product launches, digital platforms, MOA concept development, websites, and interactive visual aids. Skilled in customer journey mapping, storyboarding, creative pitch development, and building clear, compelling briefs and presentations. Managed multiple social media editorial calendars and led the creation of strategic assets from research through execution. Proactively stay current on emerging trends, technologies, and platforms. Supervised creative teams of 3–8, including writers, art directors, designers, animators, and external vendors, while optimizing workflows to improve efficiency.

**Razorfish Health** Philadelphia + NYC

Pfizer: **Vyndamax** Global

- Managed, designed, and executed a high-volume Vyndamax CRM campaign targeting four distinct HCP audiences, partnering closely with account and project management to meet strategic goals and timelines.

**FCB Health** NYC

Lilly: **Mounjaro** Brand launch; Axsome: **Sunosi**; Novartis: **Kesimpta**

- Led concept development and execution of key DTC assets for the Mounjaro launch, supporting brand awareness and engagement.
- Concepted and executed digital CRM assets for both the Sunosi and Kesimpta brands, ensuring consistency across brand touchpoints.

**Area 23** NYC

Sanofi: **Cenfrifki** (HCP) Brand launch; Bayer: **Kerendia** (HCP)

- Concepted and built out key campaign visuals. Executed all digital assets for legal review and final release to the market.

### KEY ACHIEVEMENTS

#### Brand Visual and Voice Overhaul

Led comprehensive brand overhauls for Daxor Corp and CeloNova BioSciences, increasing conversions by 15% and 10%, respectively.

#### Developed Unova Orthopedic Clinic from the Ground Up

Led creative direction for a 26,000-sq-ft state-of-the-art facility, developing the full visual experience, brand messaging, and visual identity; Unova reached a four-month waitlist shortly after opening.

#### Launched Eversense, a Pioneering CGM System (first-ever implantable sensor)

Led strategic training initiatives that educated 1,850 clinicians across 50 hospital-based diabetes centers nationwide—more than doubling the original goal of 900—while directing cross-functional teams to ensure consistent delivery and measurable impact.

### SKILLS

Adobe Creative Suite

AI Software

Budget Management

Creative Leadership

Critical Thinking

Cross-Functional Collaboration

Figma

Hands-on

Visual Design

### THERAPY CATEGORIES

Blood Volume Management

Cardiology

Chronic Kidney Disease

Diabetes

Migraine

Multiple Sclerosis

Narcolepsy

Oncology

Wound Therapy Management



### **imre Baltimore**

Genentech: **Polivy** (HCP/DTC); **J&J** (Corporate Ideation)

- Directed creative team of 3 on Polivy. Instrumental on building out content matrix, brand look and tone, managed creative resources, workflows, and client relationships.

### **NLS Pharmaceuticals** Switzerland

**Quilience & Nolazol** (Corporate Communications)

- Developed brand look, tone, voice, logos, and investor presentation for both Quilience and Nolazol brands.

### **Daxor Corp.** NYC + Oak Ridge, TN

**Blood Volume Analysis (BVA)** (HCP)

- Directed the visual style for key marketing materials, contributing to a 15% year-over-year increase in brand awareness. Worked directly with the CEO, Marketing Director, Director of Sales, and medical team to develop brand strategy, look, and tone. Built out all forms of communications from social, video, presentations, congress, collateral, webinars, and beyond.

Creative Director 04/2015 – 10/2019

### **Tricycle Marketing** Tampa

Governed accounts, special projects, and pitches with budget and scheduling requirements. Managed all client relationships as well as educated clients on best practices and opportunities for growth: established and handled budgets and team, creative briefs, pitches, and client presentations.

### **Senseonics Inc.** Germantown, MD

**Eversense CGM**

- Launched novel, pioneering implantable Continuous Glucose (Eversense) monitoring technology.
- Partnered with C-Suite to develop strategic imperatives, key messaging, and creative strategy primarily for the HCP audience.
- Developed training materials that led to engaging and training 1,850 clinicians, countrywide across 50 hospital diabetes centers, surpassing the client's goal of training 900 clinicians.
- Developed the patient ambassador program and social media influencer group, increasing conversion 25% by utilizing patient ambassadors.

### **Unova Orthopedic Center** Lady Lake, FL

- Built an entire 26,000 sq ft, state-of-the-art orthopedic center, literally from the ground up. Partnered closely with C-Suite and Medical Director to develop key messaging, creative strategy, and overall brand look and tone. Creative input on overall color scheme and textures throughout the facility.

### **3M +KCI (Acelity)** San Antonio

**3M V.A.C. Therapy; 3M Veraflo Therapy; 3M Snap Therapy**

- Fostered client relationships as well as developed and managed social media and digital creative strategy and execution. Based on client data, developed concept and strategy presentations for key client stakeholders.

### **Gore Medical** Phoenix

**Gore Excluder; Gore Tag**

- Lead creative development of global and national sales meeting concepts. Executing all experiences and tactics on premise and off premise. Collaborated with cross-functional teams to ensure brand consistency across all touchpoints.
- Conceived and art directed various testimonial videos to be used for multiple strategies.

### **CeloNova BioSciences, Inc.** San Antonio

**Cobra PzF NanoCoated Stent**

- Directed the rebrand for all marketing materials, contributing to a 10% increase in brand awareness.