

daryn henry

✉ darynhenry@me.com

📞 908-500-8945

in linkedin.com/in/daryn-henry-2839254

🌐 darynhenry.com password upon request

📍 29, Ironia Mendham Road, Randolph, NJ 07869

creativity with purpose



Very experienced creative leader, team builder, mentor, with excellent presentation skills, and proficiency at building collaborative client-partnerships. I combine creative strategy and information design, to provide impactful communication solutions from pipeline, through market-shaping to launch and beyond. Data-insight driven, I have vast experience in building brands, and nurturing award-winning creative teams.

Audience-first.

expertise

Campaign conceptualization
Art direction & graphic design
Web design & UX/UI
Product launches
Video

Creative direction of art, copy & UX teams
Creative department management
Brand strategy & brand identity
Strategic & tactical planning
Digital strategy

professional experience

Creative Director, Design & Strategic Consultant

LRM Aesthetics—nov'23 - present

Franklin, TN (remote)

- Creative Director for new skin rejuvenation product launched in April 2024
- Led team through brand naming, brand identity workshop and brand identity development including design of all new brand hallmarks
- Designed product packaging for launch, and all associated promotional and conference materials
- Created brand website (content, UX, design)

VP, Creative Director

Relevate Health—june'18 - sept'23

Berkeley Heights, NJ (remote hybrid)

- Agency was originally **Arteric** (Summit, NJ). Acquired by Relevate Health Group in December 2020
- Arteric's C-suite Creative Director, leading design, UX, content-writing and marketing
- On leadership team responsible for propelling the agency to MM&M Best Place To Work in 2019
- My team was responsible for site and app creation, branding, e-commerce experiences, digital marketing, (including social media and blogs), and business development, all strategically driven by the very latest data analytics, AI/ML, and SEM/SEO insights
- Oversaw the marketing efforts & business development resulting in business growth from \$3.7MM to \$9.5M, with head count going from 20 to 50 in less than 2 years, facilitating 2020 sale to Relevate Health
- Relevate's Head of Creative department, with 20+ copywriters, art directors, designers, and UX experts reporting to me
- Driven by strategy, using market intelligence and data analytics, my team created market message for activation, engagement and action
- Supervised 60 staff (creative, video, design production, and editorial) through company integration, post multiple M&As
- Implemented and trained new processes to facilitate scalability
- Provided Sales & Marketing with creative support, including the design of agency's award-winning launch branding
- Integral to the winning the Edwards Lifesciences and Alkermes Vivitrol businesses (>\$7MM)
- Total revenue—from \$28.4MM to \$70MM, and head count from 120 to 226 (2020-2022)
- 109 design, copy, video & UX awards

Clients: Alkermes, Apellis, Aquestive, Astellas, Celgene, Clovis, Edwards, Exact Sciences, Genentech, Kyowa Kirin, Navigator Healthcare, Novo Nordisk, Prasco, Pfizer, Sanofi. Sunstar.

professional
experience
cont'd

Creative Lead, Art (Freelance)

Digitas Health—nov '17 - june '18
New York, NY/Philadelphia, PA

Clients: Abbott, AbbVie, EMD Serono, Genentech, Johnson & Johnson, Shire.

Associate Creative Director

BGB Group—april '16 - nov '17
New York, NY

- Tasked with influencing a shift in focus at the agency, from historically Med Ed to more of a 360° promotional approach
- Team under me grew from 5 to over 20 in first year
- Art lead for:
 - Bristol Myers Squibb's (BMS) oncology franchise
 - Melanoma, lung and GBM indications for the immunotherapy blockbuster Opdivo
 - Pan tumor promotions & unbranded biomarker and Immuno-Oncology programs

Clients: AstraZeneca, Bristol Myers Squibb.

VP, Group Art Supervisor

Harrison and Star—july '13 - april '16
New York, NY

- Managed art team of up to 10 ADs
- Art lead on Novartis's Tasigna (chronic myeloid leukemia), Copaxone (MS), Merck's HCV franchise campaign, and the global and domestic launch of Merck's Zapatier (HCV), and all associated branding
- Art lead on Genentech's BioOncology:
 - Franchise marketing & campaign evolution
 - Franchise's molecular pipeline (molecular MOA, branding, interactive convention presence (ESMO, AACR, ASH & ASCO))
- Created brand identity, booth presence, and MOA for Lexicon's TeleStar trials
- Revised the agency's process for branding initiatives
- 2014 Harrison and Star "Heart and Soul" award

Clients: American Cancer Society, Bayer, Genentech, Gilead, Lexicon, Merck, Novartis, Teva.

Group Art Supervisor

Sudler & Hennessey—june '99 - july '13
New York, NY

- Promotions: **Senior Art Director** ('02), **Art Supervisor** ('06), **Group Art Supervisor** ('08)
- HCP and DTC, print and digital Art Director
- Launched Roche's Boniva (osteoporosis), Roche's Tamiflu rebrand and relaunch (influenza), AstraZeneca's Vimovo (osteoarthritis), and Shire's Firazyf (hereditary angioedema)
- Art lead on global relaunch of AstraZeneca's Brilinta (acute coronary syndrome)
- Originated S&H's annual art show, acting as curator for the 5 years

Clients: Alexion, AstraZeneca, Colgate, Forest, Galderma, Genentech, Gilead, National Cattleman's Beef Association, Merck, Novartis, Novo Nordisk, Orapharma, Pharmacia, Roche, Schering, Shire.

Art Director

YAR Communications—may '96 - april '99
New York, NY

- Direct marketing materials, print ads, and corporate identity for multi-cultural ad agency

Clients: AT&T, CBS Sportsline, Charles Schwab, CNN, Medtronic, Turner Broadcasting, Unisys, Western Union.



qualifications

- management** **Executive Leadership Program** by Ed Baron & Associates Inc.
Mantra management course at Harrison & Star.
Emotional Intelligence training courses (2).
Presentation Training by Filament Inc. (2).
- lecturing** **Transitioning to the Pro World (BFA in Photography)**
Parsons, The New School For Design, New York, NY '07/'08
the FULL treatment. What to know when creating treatments for a creative team & why it matters.
School of Visual Arts Continuing Education Masters Program, New York, NY
in partnership with Workbook and American Photographic Artists
2023
- awards** Globals, RX, MM&M, MarComs, Daveys, W3s Awards, Mobile Web, AVA Digital, Communicators, Hermes.
- award juries** AIVA Communicator Awards, Daveys & W3 Awards; The Mannys; MM&M Awards.
- desktop** Adobe Creative Suite, Midjourney V5.1, Microsoft Office, Sketch, Final Cut Pro.
- process** **Lean Six Sigma**—Yellow & Green Belt.
Adobe Workfront & Entrepreneurial Operating System (EOS).
- target audiences** Life Sciences (HCP, DTC, OTC, B2B, Investors), Non-Healthcare Consumers.

education

Falmouth University, Falmouth, Cornwall, United Kingdom
BA (Hons) Graphic Information Design
University of Wales Trinity Saint David, Swansea, Wales
National Diploma Foundation Studies in Art & Design

interests

Spending time with my 2 children & my 2 labrador-mix rescue mutts, photography, DIY, hiking & camping. Qualified rugby coach.

references

John Goody—516-225-5024
Lora Lukin—917-981-5415
Lauren Wilkens—201-953-9585
Buddy Harris—609-941-4094

