



Noah Gaynin

Creative Director / Art Director / Designer / Artist

861 48th Street, Brooklyn NY 11220 • 718-610-9904 • noah@noahgaynin.com

Portfolio: www.noahgaynin.com / LinkedIn: www.linkedin.com/in/noahgaynin

Objective

I am an experienced Creative Director, Art Director, Designer and Artist. Currently seeking a full time role leading an innovative creative team. I understand the importance of listening and managing client/staff expectations. I know how to pitch ideas, stick to schedules, make deadlines, work with vendors and delegate tasks as needed. I work well in a team environment either directing, supporting or mentoring, but I also can manage projects independently from start to finish.

Experience

Concentric Life, New York, NY

Group Art Supervisor [Freelance]

Clients/Brands: Wegovy (DTC/HCP/Global), Zegalogue (HCP), FreeStyle Libre 2 (DTC/HCP), FreeStyle Libre 3 (DTC/HCP/Global Launch).

Feb 2024 – Feb 2025

Aug 2023 – Oct 2023

Oct 2020 – May 2022

Oct 2019 – Jan 2020

FCB Health, New York, NY

Associate Creative Director [Freelance]

Clients/Brands: Kesimpta (HCP Unbranded and branded, US/global launch)

Oct 2022 – Dec 2023

Aug 2022 – Aug 2023

Feb 2020 – Oct 2020

Mirrorball Agency, New York, NY

Group Creative Director

Clients/Brands: Jack Daniels, Dixie Brands

May 2019 – Oct 2019

Saatchi & Saatchi Wellness, New York, NY

Associate Creative Director [Freelance]

Clients/Brands: HUMIRA Complete, Skyrizi Complete (DTC/HCP Launch)

Oct 2018 – April 2019

McCann Health NY, New York, NY

Associate Creative Director [Freelance]

Clients/Brands: Novartis (unbranded/DSE), Entresto (DTC Launch), Mirena (DTC), Kylenea (DTC).

Nov 2015 – Mar 2018

Saatchi & Saatchi Wellness, New York, NY

Art Supervisor [Freelance]

Clients/Brands: Alegra (OTC), Arimidex (DTC), Aptiom (DTC), Heartgard (DTC), Humira (DTC/HCP), Frontline (OTC/DTC), GetMeHome.com (DTC), Nasacort (OTC), Nexium (DTC/HCP), Nextgard (OTC/DTC)

Jul 2014 – Sep 2015

Playground Group Inc., Brooklyn, NY and San Francisco, CA

Creative Director / CEO

Clients/Brands: New York Transit Museum, Occupy.com, TheWellProject.org, JMI Sports, Linkin Park, MyBestBirth.com, Homage Skateboard Academy, Arkadium Games, GameTrust, The Game Show Network (GSN), Academy of Television Arts & Sciences (Emmy's), Sony Pictures Television International, Animax TV, AXN, AXN Beyond, CanalSony, ONE TV Asia, Sony Entertainment Television (SET)

July 2001 – Jul 2014

Education

School of the Art Institute of Chicago, Chicago, IL

BFA Degree in visual communications

Sept 1992 – May 1996

Otis College of Art and Design, Los Angeles, CA

Early College Communication Design Program

Summer 1991

Parsons School of Design, New York, NY

Early College Communication Design Program

Summer 1990

Highlights

- 10+ years of agency experience
- Successful experience managing creative teams
- Works closely with Art Directors and Copywriters to develop and implement creative ideas based on strategy and marketing objectives
- Provides mentoring and guidance to junior and mid-level team members
- Experience presenting creative ideas and brand work to clients
- Successful client contact experience and ability to grow business
- Understands target audience and marketing goals for assigned brands
- Takes creative/strategic role in new business pitches
- Ability to work collaboratively with account management to ensure quality and efficiency on all creative and brand projects
- Able to multi-task and prioritize projects
- Experience working with partners and vendors
- Commitment to work as needed to ensure client satisfaction

Skills

- Proficient in Adobe Creative Suite
- Strong presentation skills
- Creative Direction
- Art Direction
- Corporate Identity
- Print
- Broadcast/video
- Digital
- UI/UX Design
- Mobile
- Social
- Games
- Working knowledge of: HTML / CSS / JS / AS / PHP

Communication is an Art

