



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

Currently seeking a full time role leading an innovative creative team. I am an experienced Creative Director, Art Director, Designer and Artist who understands 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)

February 2024 – February 2025

August 2023 – October 2023

October 2020 – May 2022

October 2019 – January 2020

FCB Health, New York, NY

Associate Creative Director [Freelance]

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

October 2022 – December 2023

August 2022 – August 2023

February 2020 – October 2020

Mirrorball Agency, New York, NY

Group Creative Director

Clients / Brands: Jack Daniels, Dixie Brands

May 2019 – October 2019

Saatchi & Saatchi Wellness, New York, NY

Associate Creative Director [Freelance]

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

October 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).

November 2015 – March 2018

Saatchi & Saatchi Wellness, New York, NY

Art Supervisor [Freelance]

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

July 2014 – September 2015

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

Creative Director / CEO

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

July 2001 – July 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

- Creative Direction
- Art Direction
- Corporate Identity
- Print
- Broadcast/video
- Digital
- UI/UX Design
- Mobile
- Social
- Games
- Proficient in Adobe Creative Suite, Microsoft 360, Figma
- Strong presentation skills
- Working knowledge of: HTML / CSS / JS / AS / PHP

Communication is an Art

