

# Vishali Bawa

Senior Art Director | Healthcare & Brand Advertising | Omnichannel Creative

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## EXPERIENCE

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### Digitas Health (Publicis Group) | Senior Art Director | May 2022 – Present | New York, NY

*Clients: Keytruda (Merck), Welireg, Understanding Cancer Together (UCT), Publicis Health Media x F Cancer*

- Conceptualize and art direct omnichannel DTC campaigns for Keytruda across print, digital, social, TV, web, and point-of-care, ensuring brand consistency and visual hierarchy across every touchpoint.
- Build and maintain modular design systems and campaign templates deployed across the full Keytruda brand ecosystem, enabling faster production and consistent creative quality at scale.
- Drive end-to-end QC from concept through MLR submission, reviewing staging links, markup revisions, and route-check changes to ensure zero errors reach the client.
- Collaborate cross-functionally with copywriters, medical reviewers, and account teams to align art direction with both creative concept and regulatory compliance.
- **Agile Digital Team (ADT):** Collaborate with Scrum Master, CDL, and Product Owner to deliver fast-turnaround digital assets across sprint cycles.
- Lead a team of designers and production artists, managing workflow and creative output across concurrent projects.

### 160over90 (Endeavor / WME | IMG) | Visual Designer | Aug 2018 – Apr 2022 | New York, NY

*Clients: Coca-Cola, Visa, Audi, Marriott Bonvoy, NFL, Capital One, Anheuser-Busch | Talent: Blake Lively, Tom Brady, Daniel Jones*

- Led concept, design direction, and brand identity for integrated campaigns across social, digital, print, and experiential for global brands.
- Art directed and produced pitch decks that won and retained major accounts, translating brand briefs into compelling visual narratives under tight deadlines.
- Created illustrations, infographics, and motion graphics to amplify brand storytelling across entertainment properties including How to Train a Dragon, Godzilla, and Hobbs & Shaw.

### Taproot Foundation | Creative Director | May 2018 – Sep 2018 | New York, NY

*Clients: Rain for the Sahel & Sahara, Sailors Snug Harbor, BK Style Foundation, Global Green*

- Delivered full brand identity revamps, visual strategy, and print/digital campaign collateral for 4 NYC non-profits, connecting donor audiences to mission through design.

### Film Karavan | Senior Designer | Jul 2018 | Remote

- Designed promotional collateral for the Delhi Crime series premiere (first Indian series to win International Emmy Award for Best Drama Series in 2020) and key artwork for What Are the Odds (IFFLA Special Presentation).

### Terreform ONE | Design Consultant | Jul 2018 | Brooklyn, NY

- Revamped brand identity, website design, and stakeholder report in collaboration with the Environmental Defense Fund (EDF); developed and facilitated a co-creation workshop with the EDF team.

### WaterAid America | Design Intern – Marketing & Engagement | Mar 2018 – May 2018 | New York, NY

- Produced supporter toolkits, brand collateral, and a social/digital content strategy for a full organizational rebrand.

## EDUCATION

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**Parsons School of Design – The New School** | MS, Strategic Design & Management (3.92 GPA) | 2016 – 2018

**Sir J.J. Institute of Applied Arts, Mumbai University** | BFA, Design & Applied Arts | 2011 – 2015

**California Institute of the Arts** | Certification, UI/UX Design Specialization | 2021

## SKILLS & EXPERTISE

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**Creative:** Art Direction, Integrated Campaign Concepting, Brand Identity, Visual Storytelling, Motion Graphics & Animation

**UX / Digital:** UI/UX Design, Information Architecture, Wireframes & Prototypes, Design Systems, Web Design Strategy

**Tools:** Adobe Creative Suite, Figma, Sketch, Procreate, Final Cut Pro, Midjourney

**Process:** Omnichannel Campaign Execution, MLR / Regulatory Workflow, Agile (Scrum), Insights-based Storytelling, Generative AI

## AWARDS & RECOGNITION

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**Gold Winner** – 16th Davey Awards (2021) • **Award of Distinction** – 26th Communicator Awards (2020) • **Silver Winner** – W3 Awards (2019) • **Award of Excellence** – Communicator Awards (2019)

**Juror:** Davey Awards · Communicator Awards · W3 · Creative Circle London · Le Book • **Portfolio Reviewer:** NYC Fotoworks · Pratt Institute • **Art Exhibitions:** Bombay Art Society, Mumbai (2023) · Swaraj Bhavan, Bhopal (2023) · Conception Art Show, NY (2019)