

# Philippe Halaburda

## Art Director / Senior Brand Designer

+1 9173532064 | philippe.halaburda@ph260272.com | ph260272.com | Newburgh, NY, USA

### WHO I AM & WHAT I AM LOOKING FOR

As a seasoned Designer, I specialize in crafting impactful visual identities and resonating branding solutions. I can collaborate seamlessly with cross-functional teams and consistently deliver innovative, high-quality creative concepts that drive results across various mediums. I am currently looking for a contract or full-time role that will allow me to elevate my skills and make a meaningful impact on inspiring projects for diverse industries or advertising agencies.

### WHAT I BRING

Hands-on design skills, passion for innovative client work, resourcefulness, curiosity, pixel-perfect-oriented, problem-solving, relentless thinking, Adobe Creative Suite proficiency, 15+ years in healthcare, and humility.

### WHERE I WORKED THE LAST FEW YEARS

**Art Director**                      Acutis Diagnostics                      Freelance | Jan. 2018 - Present | NY  
Clinical Toxicology Laboratory

**Rebranded the company's identity and established the stylistic direction**

- Lead the end-to-end design process for multiple high-impact marketing campaigns for launches of tests, resulting in a 35% increase in client-patient engagement.
- Developed a complete laboratory identity package, which increased brand recognition by 50%.
- Elaborate on high-impact visuals on social media to enhance sales strategy.

**Senior Brand Designer**                      Acutis Biosciences                      Freelance | May 2021- Dec. 2023 | NJ  
Precision Medicine Laboratory

**Craft a convincing brand identity that supports the new company's expansion efforts.**

- Initiated the design of the company's leading site, improving usability and visual appeal.
- Contributed to the creation of visually compelling presentations for investors.
- Introduced fresh design concepts and social media campaigns that led to a 30% increase in website traffic in 6 months.

**Senior Brand Designer**                      PH260272                      Freelance | Jan. 2016 - Present | NY

**Key role in the logotype and brand identity for various projects and campaigns at 360.**

- Engage with clients to understand their needs, ensuring high satisfaction with the creative output to achieve their goals.
- Develop innovative advertising campaigns and drive brand development.
- Implement print and online design solutions across various industries.

**Art Director**                      Com&Co                      Associated | Sept. 2010 - Apr. 2016 | France

**Created and delivered design solution documentation to support over 30 pharmaceutical events per year.**

- Design logotypes and cohesive visual identities for scientific programs, registration, and accommodation portals.
- Led successful medical congresses that increased recognition by 30%.
- Hired, trained, & directed staff members in developing design concepts for each event.

### WHAT I HAVE LEARNT IN FRANCE

Superior Degree, Graphic Art & Design, EDTA Sornas, Paris, France                      1993  
Master's degree, Literature, Sorbonne, Paris, France                      1996  
Fluent in French

### MY OTHER PASSION

Artist career, solo & collective shows, US galleries representation, halaburda.co