

Philippe Halaburda, Art Director / Senior Brand Designer

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WHO I AM AND 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 where I can elevate my skills and make a meaningful impact on inspiring projects for diverse types of industries or advertising agencies.

WHAT I BRING

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

WHERE I WORKED THE LAST FEW YEARS

Art Director / Senior Brand Designer

[Acutis Diagnostics](#), Clinical Toxicology Laboratory, NY

Freelance | Jan. 2018 - Present

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.

Art Director

[Acutis Biosciences](#), Precision Medicine laboratory, NJ

Freelance | May 2021 - Dec. 2023

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.

Art Director / Senior Brand Designer

[PH260272](#), NY

Freelance | Jan. 2016 - Present

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](#), France

Associated | Sept. 2010 - Apr. 2016

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

1996 - Present