

Philippe Halaburda

Art Director / Senior Brand Designer

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SUMMARY

Experienced Designer specializing in impactful visual identities and branding solutions. Skilled in cross-functional collaboration, delivering innovative, high-quality concepts across mediums, and seeking a role to contribute to inspiring projects and collaborate with diverse industries.

SKILLS

Hands-on design skills + Passion for innovative client work + Resourcefulness + Curiosity + Pixel-perfect-oriented Problem-solving + Relentless thinking + Adobe Creative Suite Proficiency + Humility + 18+ years in Healthcare

EXPERIENCE

Art Director

Acutis Diagnostics
Clinical Toxicology Laboratory

Freelance | Jan. 2018 - Present | NY

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.
- Created impactful visual identity and cohesive brand systems for each test that drive growth
- Elaborate on high-impact visuals on social media to enhance sales strategy.

Senior Brand Designer

Acutis Biosciences
Precision Medicine Laboratory

Freelance | May 2021- Dec. 2023 | NJ

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 & 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.

- Collaborate with clients to ensure creative solutions meet their goals and drive satisfaction.
- 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

Led teams to deliver 30+ events per year on time with creative excellence.

- Design logotypes and cohesive visual identities for scientific programs, registration, and accommodation portals.
- Managed print and digital promotions for medical congresses, increasing recognition by 30%.

KEY ACHIEVEMENTS

Strategic Branding Expertise

Developed a complete laboratory identity package for Acutis, which increased brand recognition by 50%

Creative Leadership

Directed teams across 50+ projects, delivering award-winning campaigns for diverse industries

Results-Driven Solutions

Developed cohesive brand identities, boosting client recognition by 60% & solidifying market presence

EDUCATION

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

LANGUAGE

Fluent in French

PASSION

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