

# Philippe Halaburda, Art Director / Senior Brand Designer

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## SUMMARY

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As an experienced Designer, I specialize in developing compelling visual identities and branding designs. I excel in collaborating with cross-functional teams to deliver innovative and impactful creative concepts. I am seeking a hybrid or freelance position that will allow me to refine my skills further and contribute to meaningful projects within the creative industry.

## PROFESSIONAL EXPERIENCE

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### Freelance Art Director / Senior Brand Designer

Jan. 2018 - Present

Acutis Diagnostics, Clinical Toxicology Laboratory, NY

- Carry out detailed research and create design briefs for approval
  - Estimate the time required to complete the designs and send quotes accordingly
  - Generate and complete design brochures and presentations for clients, salespersons, and patients
  - Develop intuitive web & UI designs tailored for patient interaction with Acutis' diverse medical tests
  - Design social media visuals, test launch campaign to enhance Acutis' visibility & engage the target audience
- = In 6 years of collaboration: 311 employees (139 in 2018) for \$62.2 Million in revenue in 2023 (\$37.5 in 2018)**

### Freelance Art Director / Senior Brand Designer

Jan. 2016 - Present

PH260272, NY

- Develop cohesive visual identities to strengthen brand marketing across diverse industries and client sectors
- = 38 branding projects for industries: tech, skincare, fashion, pharmaceutical marketing, magazines & agency work**

### Freelance Art Director

2021 - 2023

Acutis Biosciences, Precision Medicine laboratory, NJ

- Craft a compelling visual identity that supports the company's expansion efforts, including the recent launch of a 60,000-square-foot facility while positioning the brand to attract \$20 million in investments
- = Activity as a provider of biomarker-based analysis scheduled to start in Q4 2025**

### Freelance Art Director

Sept. - Dec. 2022

Evolve, Anti-aging & Regenerative Medicine, NJ

- Create a logotype and establish a unified visual identity
  - Develop branding for the boutique clinic that opened in 2022
- = Top 100 healthcare providers in 2024**

### Freelance Art Director

Jan. - Apr. 2022

Integrated Spine & Pain Care, Pain Medicine, NY

- Design a logotype and develop a cohesive visual identity to launch the brand presence
- = Leading pain management practice in Long Island New York in 2024**

### Freelance Art Director

2020 - 2021

La Cab Magazine / U by UBER magazine, France + USA

- Design the magazine layout highlighting its hybrid nature with a clean, modern aesthetic and dynamic grid system
- = Inaugural magazine sponsored & printed by UBER, 1<sup>st</sup> numero expected Q2 2025**

## EDUCATION

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Superior Degree, Graphic Art & Communication, EDTA Sornas, France

1994

Master's Degree, Literature, France

1991

Fluent in French

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

1996 - Present