



George Gorzelnik  
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### Summary

A highly creative art director with extensive pharmaceutical advertising experience ranging from cardiovascular, diabetes, oncology HIV. Working for both Rx and OTC products with a unique ability to bring fresh, clean ideas across a broad range of deliverables. Exceptional typographic and artistic skills. Highly organized, with top-ranking technical efficiency. Excellent at multi-tasking. A respected team leader.

**George Gorzelnik Design**  
New Jersey  
2012-Present

### Creative Director/Owner

Providing consulting services for a variety of major East Coast agencies including: Rev Health, H4B, Saatchi & Saatchi, FCB, Concentric Health, McCann, Patients & Purpose, ICM Communication, Triple Threat, for both digital and traditional products and services.

**McCann Torre Lazur**  
New Jersey  
2014-May 2015

### Associate Creative Director

Managing a team of seven creatives from junior art director to group art supervisor, working on GSK respiratory franchise, as well as global Gilead HIV franchise. Developing promotional materials both digital as well traditional print.

**Saatchi & Saatchi Health**  
New York  
May 2012-October 2012

### Vice President Art Supervisor

Working on a launch of a new oncology product from Sanofi. Developing variety of promotional materials for both digital as well as traditional use.

**Publicis Lifebrands Medicus**  
New York  
2005-May 2012

### Group Creative Supervisor

Head creative responsible for a launch of Multaq (Atrial Fibrillation) from Sanofi. Working on variety of OTC products from Prilosec to Claritin. Developing promotional materials both digital as well traditional print, including ads, rich media banners, direct mails, e-blasts, sales aid, videos, convention panels, iPad applications, web sites.

**FCB Healthcare**  
New York  
2004-2005

### Group Art Supervisor

Group art supervisor and visual concept developer for Zemplar (secondary hyperthyroidism) Flumist (Influenza) and Cera (Anemia) brands. Supervising creation of artwork and promotional materials, including print ads, direct mails, detail aids, videos, convention materials, from concept and design/layout to overseeing the completion of projects. Active participant in pitch development involving multiple agency brands.

**Havas/Questar,**  
New York  
2001-2004

### Sr. Art Director

Head art director for Synvisc (osteoarthritis of the knee) and Visudyne (age-related macular degeneration, AMD) brands. Creating artwork and promotional materials, including print ads, direct mail, detail aids, convention materials. Experience in additional therapeutic areas: cardiovascular (ACCUPRIL), cardiovascular/thrombosis (LOVENOX), diabetes (RESULIN, LANTUS)

**CompHouse Design**  
New Jersey  
1996-2001

### Principal/Creative Director

Creative head of the design studio. An outstanding reputation for refinement and quality. Strong conceptual and promotional skills in visual positioning. Servicing a wide range of clients and brands. Projects included print ads, direct mail, sales aids, convention materials.

Clients included: Ortho Diagnostic Systems, Target Research Associates, Robert A. Becker, Lally Mc Farland & Pantello, Draft Worldwide, Adient, Thomas Ferguson Associates, Hastings Healthcare Group, Falcone and Associates.

**Falcone and Associates**  
New Jersey  
1988-1996

### Sr. Art Director

Head art director in development of a wide array of promotional materials for diagnostic equipments, including print ads, sales aids, brochures, annual reports, exhibits, instruction manuals. Additional tasks include supervision and coordinating the completion of projects.

Clients included: Roche Diagnostic Systems, Bristol Myers-Squibb Company, Medical Laboratory Automation, Becton Dickinson, Pharmacia, Organon, Therakos, American Family Physician, Barr Laboratories, Biotest.

### Very extensive experience using the following programs:

Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Adobe XD, WordPress, Sketch and Power Point.

**Education**

Art Academy of Poznan, Poland  
St. Lukas Institute of Art Brussels, Belgium