

SANAE ROBINSON

Creative Director / Art Director / Designer

 sanaerobinson.com
 sanaerobinson@gmail.com
 917.626.6533

Work History

Digital Content Designer at Merck 2023–2024

CAT creative on **Winrevair** launch — print and digital marketing including videos for HCPs

VP, Group Art Supervisor at Harrison and Star 2020–2023

Creative lead on **Merck Chronic Care** and **Biosimilars** accounts — digital, print, and video content

Freelance Creative Director / ACD / Art Supervisor, New York 2010–2020

(a partial list of agencies and sampling of projects)

Havas: created digital and social media content and co-branded assets for Lemtrada

digitas: Pfizer Women's Health digital & print campaigns and sales tools

CDMNY: Bayer blood glucose meters digital & print advertising and sales aids

AgencyRx: Gleevec, Femara, Bayer Animal Health print advertising and collateral

CDMi: Arestin consumer print & digital advertising

FCB: Gilenya launch of consumer print & digital advertising and collateral

Avrett Free Ginsberg: Purina One pet food TV

VP, Associate Creative Director at Deutsch, New York 2007–2009

Managed creative staff of 6 on **USAA** account — print / DM / digital / collateral materials

Freelance Creative Director / ACD, New York 2010–2020

(a partial list of agencies and sampling of projects)

Hill Holliday: Verizon Wireless national and regional print campaigns

FCB: MetLife print & DM, Alcon reSTOR print, Omacor print, Gevalia print & DM

Creative Supervisor / Design Director at Deutsch, New York 2005–2007

Managed creative staff as AOR on **Bank of America** account — print / DM / digital / collateral

Previous Staff and Freelance Art Director positions, New York & Los Angeles

(a partial list of agencies and sampling of projects)

TBWA\Chiat\Day: Infiniti automobile national & regional advertising

Team One: Lexus automobile national advertising, collateral, new model brochures

Cole Haan: New collection brochures, print advertising and environmental displays

Chanel, Inc: packaging, advertising, in-salon signage and promotional pieces for Frédéric Fekkai

Disney, Universal, Paramount, Columbia, TNT, UPN, etc: sales kits, style guides and advertising

Education

FIDM, Los Angeles; **Art Center**, Pasadena; **UCLA Extension**, Los Angeles; **SVA**, New York City

Miscellaneous

Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD), Sketch, Figma
Certified OM Yoga Instructor (CYT) and 2nd Level Lotus Palm Thai Yoga massage

References/portfolio available upon request.