

Don Russell^{MBA}

BUILDING STORY, STRATEGY & MESSAGING FRAMEWORKS
FOR TECHNOLOGY & LIFE SCIENCES COMPANIES

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PROFESSIONAL SUMMARY

Strategic consultant with deep roots in design strategy and over 13 years working alongside leadership teams in tech and life sciences to raise capital, build brands, and launch products. Translates complex concepts into narratives and visuals that move audiences to act. Builds the frameworks that teams and AI tools need to create, iterate, and solve problems at scale. Driven by a belief in improving life for all people, especially those fighting disease.

WORK EXPERIENCE

Russell Creative

August 2012 – Present

Strategist & Creative Director · San Diego, CA

- Partner with leadership teams at biotech, diagnostics, and health tech companies to develop fundraising narratives and presentations, supporting hundreds of millions in capital raised.
- Design and facilitate brand story and value proposition workshops, synthesizing complex concepts and business goals into clear positioning, product messaging, and launch strategy.
- Build AI-ready messaging playbooks enabling teams to rapidly generate assets aligned to their positioning and vision.
- Lead brand identity, product naming, integrated campaign, and product launch engagements from brief through execution, spanning website design, video production, event marketing, and integrated campaigns.
- Design laboratory test reports and supporting materials for diagnostics companies across oncology and genomics, using information architecture and visual design to present key information at-a-glance and enhance decision support.

Selected Clients: Endeavour Infrastructure, Personalis, MyOme, MDx Health, Bionano, UC San Diego Human Milk Institute and MOMI CORE, selectION Therapeutics, HemoCue, Curebase, Applied Proteomics, Drawbridge Health, American Cancer Society Cancer Action Network

Native

August 2020 – September 2024

Brand Strategy Lead · Remote

- Developed brand story, expression strategy, and pitch materials for a real-time multilingual communication platform serving enterprise and government clients, supporting fundraising and SBIR grant development.
- Wrote and edited all brand and product copy across pitch decks, product UI, and website, collaborating closely with the founder, UX research, and product design teams.

WORK EXPERIENCE (CONTINUED)

Source Communications

May 2004 – August 2012

Creative Supervisor · Hackensack, NJ

- Advanced from Copywriter to Creative Supervisor, leading creative development for national brands including Sony, HP, Nikon, Subway, and Amtrak.
- Developed concepts and creative for integrated campaigns spanning TV commercials, digital video, print, social media, stadium experiences, and event creative.
- Collaborated on and delivered new business pitches and creative presentations alongside agency leadership, building deep skills in strategic storytelling under high-stakes, fast-paced conditions.
- Hired, mentored, and led creative teams across multiple offices, establishing a culture of craft, accountability, and creative rigor.

ADDITIONAL EXPERIENCE

Freelance Copywriter, The Marra Group · Bridgewater, NJ · 2003–2004

Marketing Copywriter, Model N (formerly I-many, Inc.) · Edison, NJ · 2001–2002

EDUCATION

Master of Business Administration (MBA) · 2021

California College of the Arts · Design Strategy MBA Program · San Francisco, CA

Bachelor of Arts (BA) in English · 1999

Montclair State University · Montclair, NJ

TOOLS & PLATFORMS

AI & Rapid Prototyping: Claude · ChatGPT · Gemini · Lovable.dev

Design & Presentation: Figma · Adobe InDesign · Keynote · PowerPoint

Collaboration & Workflow: Miro · Google Suite · Slack · Asana

LANGUAGES

Mandarin Chinese — B1 Conversational (Certificate, Mandarin Training Center, NTNU, Taipei)