

Hugh Blaisdell

Senior Art Supervisor | Digital Product Specialist

Professional Summary

Senior Art Supervisor with 18 years of pharma advertising experience, including 10 years onsite in NYC. Currently providing a strategic follow-the-sun advantage for US and UK agencies, delivering senior-level overnight digital coverage that keeps global projects moving around the clock. Specialist in UI-heavy digital products, design systems, and data visualization for HCP and patient-facing brands. US Citizen.

Experience

Freelance Art Supervisor

2025 – Present

UI/UX architecture, responsive homepage frameworks, and scientific data visualization for biotech web products. Brand identity systems and marketing tactics for early childhood education programs. High-end video production, infographic animation, motion graphics, and asset optimization for specialized educational media.

Art Supervisor | Healthcare Consultancy Group (Omnicom)

2018 – 2024

Senior digital lead for Pfizer's respiratory and immunology portfolios, owning creative execution across hundreds of digital products and applications. Leveraged overnight time zone coverage to turn around complex design and data visualization revisions with speed and precision, maintaining continuous project momentum for NYC and UK teams. Mentored a distributed team of 3 or more designers in Manila and NYC to elevate output to NYC agency standards. Spearheaded the agency's transition to Figma, restructuring digital workflows to significantly increase creative efficiency.

Freelance Art Supervisor

2016 – 2018

Senior independent consultant delivering high-fidelity digital products and UI design for global pharma, finance, and tech agencies. Provided follow-the-sun overnight coverage for US and UK agency teams, maintaining 24-hour project momentum across time zones. Key projects include Pfizer medical affairs digital platforms, Marriott sales tools, John Hancock investment tracking, and Gogo Wireless web platforms. Expert at taking ownership of complex design systems and ambiguous briefs to deliver execution-ready assets under tight global timelines.

Art Supervisor | Sudler & Hennessey (Omnicom)

2015–2017

Directed responsive web design and iPad data visualization for a leading global therapy in the mCRPC prostate cancer space. Played a pivotal role in new business pitches to secure new accounts and expand digital offerings for global clients.

Senior Art Director | Harrison & Star (Omnicom)

2012–2015

Lead digital and print art director for two flagship Genentech pharmaceutical accounts. Developed high-impact iPad tactics and web ecosystems, creating winning pitch concepts that drove organic growth and secured major new client contracts.

Art Director | Saatchi & Saatchi Health (Publicis)

2008–2012

Managed global brand needs on accelerated timelines, overseeing a team of art directors and freelancers. Directly contributed to growing the Enbrel business from \$4M to \$7M over two years. Developed tablet-based sales aids and online data visualization programs.

Junior Art Director | Kallir Philips Ross (Omnicom)

2007–2008

Design and concept development for numerous healthcare brands under the Omnicom network.

Education

Massachusetts College of Art Continuing Education in Design

2006–2007

Emmanuel College BA, Graphic Design and Technology

2001–2005

Contact

 Remote/Globally Available
US Citizen

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 blaisdelldesign.com

Password: design

Skills

UI design

App design

Convention booth design

Data visualization

Pitch concepting

Print design

UX/HTML/CSS

Expertise

Figma, Sketch,

Adobe Creative Suite

(Photoshop, InDesign,

Illustrator, After Effects,

Premiere, XD), WordPress

Awards

2-Time "Best of the Best"

Winner: Healthcare

Consultancy Group (HCG)

MM&M Silver Award: Best

Corporate Campaign (Xyrem)

Japanese Calligraphy:

Multiple-time exhibition

and contest award winner

(Osaka/National)

Social

