



stacey reap
ART DIRECTOR

(née fierro)



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Professional Summary

Award-winning Art Director with 15+ years of experience in healthcare advertising and design. Proven track record of leading creative teams, launching global pharmaceutical brands, and developing impactful multi-channel campaigns. Recognized for creative excellence by MM&M, Lions Health, and Creativity International awards. Skilled at mentoring teams, managing vendor relationships, ensuring brand consistency, and delivering innovative solutions across print, digital, video, and experiential platforms.

Core Skills

- **Creative Leadership:** Team supervision, client strategy, cross-functional collaboration
- **Design Expertise:** Branding, print/digital campaign development, logo design, packaging, booth design, social media
- **Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), PowerPoint, iMovie
- **Technical:** Responsive web design, infographics, photography, retouching, motion/animated banners

Professional Experience

Rise & Run Health (Formerly McCann Health New Jersey) — Parsippany, New Jersey

Art Supervisor June 2018 - Present

Previously Senior Art Director

Lead creative strategy, conceptualization, and execution for multiple pharmaceutical brands including Brukinsa, Ozempic, and Sandoz biosimilars. Managed design direction across various projects and media while translating complex scientific data into clear, compelling, and memorable visuals for HCPs and patients.

- Played a key role in launching 3 biosimilar brands (Wyost®, Jubbonti®, Pyzchiva®) and created brand identity and design systems including logos and core campaign concepts applied across multichannel assets (print, social and digital)
- Collaborated with account, strategy, and copy teams to align creative solutions with brand positioning and client goals
- Supervised and mentored a team of 5 designers (2 direct reports), providing career development and fostering creative excellence
- Awarded Silver Creativity International Design Award for Fycompa's Epilepsy campaign
- Presented campaign concepts internally to executive leadership and externally to clients, securing alignment and advising on creative best practices
- Created engaging designs for congress booths, HCP and patient tools, and educational content, enhancing brand presence and driving engagement across diverse therapeutic areas.
- Oversaw vendor partnerships, ensuring efficient, high-quality production while managing timelines

Sentrix Health Communications — New York, New York

Senior Art Director October 2016 - June 2018

Contributed to the creative development of leading healthcare brands including Prevnar (pediatrics), Listerine, Eli Lilly, Besponsa, and Dynavax. Provided design leadership from concept through execution, ensuring all creative work aligned with brand strategy and client expectations. Collaborated with account, strategy, and copy teams to build integrated campaigns spanning digital, print, social, and experiential channels.

- Silver MM&M Award winner for Eli Lilly's 'Conversation in Motion' campaign; also nominated for Lions Health, Mannys, and PM360 Trailblazer Awards
- Spearheaded full agency rebranding during Sentrix/Sudler merger, establishing updated visual identity and guidelines
- Designed and produced point-of-care campaign for Listerine's "Habit Change Challenge," which was nominated for Best Point-of-Care Mannys Award
- Collaborated with cross-functional teams to launch new HCP and patient campaigns for Besponsa and Dynavax, supporting successful brand introductions
- Organized and promoted fundraising campaign for Leukemia & Lymphoma Society, raising \$3,000+ through Light the Night initiative

McCann Healthcare — New York, New York

Senior Art Director September 2013 - October 2016

Previously Art Intern, Junior Art Director, Art Director

Contributed to creative development for global and U.S. brands including Adcetris, Nplate, Pradaxa, Mirena, Skyla, Essure, Kyleena, Zinc+ORS, and Livalo. Supported campaigns from concept through final production, ensuring brand consistency and delivering innovative multichannel solutions across print, digital, social, and congress platforms.

- Silver MM&M award recipient for Zinc+ORS
- Nominated for Lions Award and Design Innovation Award for Zinc+ORS
- Received Rx Club Award of Excellence for Zinc+ORS
- Selected as a team member for an internal passion project to raise the bar for agency creative work
- Led McCann Healthcare's social media presence, enhancing agency visibility
- Completed McCann Health Mentorship Program (2015–2016)

Earlier Experience

Novocent Partners — Succasunna, NJ | Graphic Designer (2011 – 2012)

- Designed the 2012 Robert Edwards Auction catalog, developed the winning website design for Center Court Indoor Sports, created Degremont Technologies holiday card, and designed 3HTi's 10th anniversary logo (featured on their website).

McCann Torre Lazur — Parsippany, NJ | Intern (2010)

- Collaborated with fellow interns to design and present creative concepts for IPG summer event.

Ogilvy CommonHealth — Parsippany, NJ | Intern (2009)

- Designed flash banners for Yaz and presentation materials for Painstop and Zyrtec.

Sanofi — Bridgewater, NJ | Intern (2009)

- Supported the development of pamphlets, sales guides, and marketing collateral for multiple product teams.

Education

Savannah College of Art and Design — Savannah, Georgia

Masters of Arts in Graphic Design, June 2011

- Youngest and only person in program to graduate within a year

Bachelor of Fine Arts in Graphic Design, Minor in Photography, June 2010

- Award recipient of the Savannah Senior Secession, a design competition featured at SCAD

Select Freelance & Featured Work

- Delivered branding, campaign design, and marketing collateral for clients including 99 Designs, Corefire Studio, Dynamic Goalkeeping Academy, Shrewsbury River Capital, Neilsen BioSciences, Savannah Animal Advocacy, Bolt Fitness and Ramapo College
- Creative work featured in Ulta's Catalog, Walmart.com, CraftProjectIdeas.com, SavannahNow.com, Amherst College, Montclair Community News, Eel Point Bar and Grill and SouthernBowCo.com

Professional Affiliations

- **Advertising Women of New York** (Member since 2015)
- **Healthcare Businesswomen's Association** (2014–2015)
- **AIGA** (2009–2011)