



ROBERT NORTON IS A SENIOR ART DIRECTOR + UX/UI DESIGNER

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Robert is a strategic design leader with a passion for user-centered design, telling compelling stories, and creating extraordinary experiences. He has a proven track record in creative roles in both the health sciences and consumer marketing worlds. Robert's passion for BIG ideas and smart design is proven in his record of developing visual solutions and strategies from strategy through execution.

WORK HISTORY

TJP AGENCY | Senior Digital Art Director / UX Lead | 2018-Present

Creates creative concepts, UX/UI design execution and provides UX guidance for regulated pharmaceutical clients. Expanded department standards for digital design and UX/UI implementation while leading projects through all phases of development. Developed websites and sales training experiences that strategically aligned with pharmaceutical clients' regulated objectives.

NAVICOR | Senior Art Director | 2015-2018

Lead design on the Incyte account for oncology focused marketing campaigns. Maintained identity systems and developed strategic solutions in partnership with copywriters, brand managers, and account teams. Responsible for art directing brand, promotional, and interactive campaigns from concept through execution.

CREATIVE GROUP | Freelance Art Director | 2013-2015

Integrated designer supporting creative teams for regulated and commercial industry clients at; Vivo Agency, Discovery USA, Ewing Cole, and Synchrony Agency.

VITAMINWATER | Field Marketing Manager | 2008-2013

Developed and managed experiential marketing, social media, and promotional marketing events teams for the Philadelphia region. Managed brand marketing teams and interfaced with local distribution facilities ensuring quality brand positioning at the local level. Managed events during Influencer marketing functions with celebrity athletes and performers while in the market.

PAPERSTREET | Owner/Creative Director | 2004-2008

Co-founder of a lifestyle marketing company specializing in guerrilla brand promotions, digital marketing campaigns, and graphic design services. Led the creative design services as well as developed and executed all business-building aspects, including client relations, new business pitches, and creative direction on projects.

EDUCATION: B.S. in *Advertising Design* — AIPH

AFFILIATIONS: AIGA, Interaction Design Foundation

SOFTWARE

Adobe Creative Cloud
Photoshop
Illustrator
Indesign
XD
Sketch

SKILLS

Creative Concepting
Art Direction
Wireframes & Prototypes
Regulated Industry Design
Accessibility Design
Client facing / Pitch Ready

INDICATIONS

Polycythemia Vera
Myelofibrosis
Multiple Myeloma
Eosinophilic asthma
(TRK) Inhibitors