

Robert Norton

Art Supervisor

Doylestown, PA | Open to remote/hybrid opportunities

**Creative Leader | Art Director | Designer | UX/UI | ICVA Lead | Brand Steward |
Process Driver | Client Collaborator | Creative Mentor | One-Team Advocate**

Art Supervisor with 15+ years in pharmaceutical, healthcare, CPG and lifestyle marketing. Promoted to Art Supervisor at The Lucid Group, where I serve as an indication lead. I bring hands-on art direction, UX/UI and iCVA experience, along with people leadership and a one-team approach. Plus, a strong GIF game.

Experience

DID / THE LUCID GROUP | Art Supervisor — 2022–Present

- Lead design for XARELTO and BIMZELX while managing designers and freelance support across multiple indications and cross-functional projects.
- Lead the design and development of iCVA experiences and templates, creating repeatable design approaches across indications and deliverables.
- Manage designers in both remote and in-person settings. Set priorities, delegate work, review designs, and provide feedback while remaining hands-on through concept and execution.
- Work closely with account and project management to set priorities, allocate time, plan work, solve problems and keep teams aligned. I focus on creating a one-team atmosphere where creative and project teams share ownership of the work.
- Present creative to clients and brand leadership and represent design in regulatory meetings; interpret feedback and help move projects from brief through final delivery.
- Support designers through regular feedback, mentoring and coaching.

TJP AGENCY | Senior Digital Art Director / UX Lead — 2018–2022

- Digital design lead for pharmaceutical market and patient access clients, including Janssen and Teva, developing websites, IVAs and sales-training experiences.
- Lead UX/UI, visual design and presentation, translating complex access strategy into clear digital experiences while partnering with account, copy and development teams.

CREATIVE GROUP | Freelance Art Director — 2013–2018

Senior design support for Vivo Agency, Discovery USA, Ewing Cole and Synchrony Agency.

NAVICOR | Senior Art Director — 2015–2017

- Senior Art Director on the Incyte account, developing oncology campaigns and maintaining brand identity systems across integrated digital and print workstreams while partnering with copy, account, project management and clients from concept through development.

VITAMINWATER | District Marketing Manager — 2008–2013

Managed experiential, social and promotional marketing programs for the Philadelphia market.

PAPERSTREET | Co-Founder / Design Lead — 2004–2008

Led branding, digital campaigns and promotional teams for an event marketing company.

Education

AIPH: B.S. Advertising Design | IxDF: Course Certificate

Membership

AIGA | Interaction Design Foundation | Highlands Mansion & Gardens: Committee Member

Tools

Figma | Creative Cloud | MS Suite | Firefly | ChatGPT

Contact

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