



# STEPHANIE BAYARD

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curious **LEADER** adaptive **COLLABORATIVE** analytical **DETERMINED**

I have worked in the design industry for 20+ years — learning, teaching, leading, following, failing, succeeding, striving, evolving — and I love my job. My career started at the most perfect point in creative history: when print met digital. From kick-off to pre-press, storyboarding to video shoots, I enjoy many aspects of the creative industry. I am fortunate enough to lead teams of remarkable talent and vision on journeys through this ever-changing passion we call design.

## EXPERIENCE

### FISHAWACK HEALTH **BIOPHARMA RARE DISEASE/ONCOLOGY MARKETING**

Group Art Supervisor (December 2022 – Present)

- Lead creative execution for global pharmaceutical client across HCP/APP & DTC audiences as part of Agile team
- Collaborate with account, strategy, tech, copywriters, and other teams on new business pitch work for numerous high-profile pharmaceutical and biotechnology orgs
- Work closely with CD & ACD to ensure cohesive ecosystem of creative strategy and design output of multiple teams across brands & audiences
- Develop and/or maintain brand guidelines
- Exhibit conceptual and high-level strategic thinking across all projects

### MRM / MCCANN WORLDGROUP **HEALTHCARE MARKETING & RELATIONSHIPS**

Senior Art Director (June 2021 – December 2022)

- Own daily creative execution of digital, social, paid media, motion, video, and print projects for global pharmaceutical and biotechnology healthcare client partners across HCP/DTC/B2B audiences
- Lead creative design & strategy on new business pitch work for numerous high-profile pharmaceutical and healthcare orgs while working simultaneously with account, strategy, tech, copywriters, and other teams
- Work closely with ECD & ACD to ensure cohesive ecosystem of creative strategy and design output for multiple brands
- Oversee creative work for art directors & designers to ensure quality control
- Develop and/or maintain brand guidelines for multiple agency clients
- Exhibit conceptual and high-level strategic thinking across all projects

### OTICON, INC **GLOBAL MEDICAL DEVICE TECHNOLOGY**

Creative Director/Director of Creative Services (May 2018 – June 2021)

Art Director (July 2015 – May 2018)

Graphic Designer (March 2015 – July 2015)

- Lead creative team and oversees all projects from concept to completion; ~2000 unique projects/year
- Plan and deliver strategic vision of B2B/B2C/B2B2C marketing communication through in-house and agency teams
- Generate & sustain corporate brand standards and visual guidelines for Oticon and other Demant companies
- Established key project & dept. metrics and cost analyses; Doubled team size in five years
- Streamlined creative marketing processes, reducing ad hoc requests; subsequently implemented throughout organization
- Led implementation of two project management systems (Workgroups DaVinci 2016; Workfront 2019) and automated design review and approval processes to align with FDA requirements
- Introduced additional in-house service offerings, including motion graphics and video editing

### FALCO DESIGN **DESIGN AGENCY**

Senior Creative (April 2009 – March 2015)

Graphic Designer (November 2006 – March 2009)

### MILLENNIUM GRAPHICS **MARKETING & PRINTING**

Assistant Art Director (April 2004 – November 2006)

Graphic Designer (January 2003 – March 2004)

## EDUCATION

### THE ART INSTITUTE OF PHILADELPHIA

Degree in Graphic Design (2000 – 2002), Graduated with Honors, Dean's List, 6 "Best of" awards

### OCEAN COUNTY COLLEGE

Visual Design (1998 – 2000), Transferred Credits

## SOFTWARE & TECHNOLOGY

Adobe Creative Suite, Microsoft Office Suite, Google G Suite, Workgroups DaVinci, Workfront, Slack, Jira, HTML5, CSS2/3, Wordpress, SiteCore, Basic PHP, Basic jQuery

## PROFESSIONAL SKILLS

People management & leadership, Discovery & kick-off, Creative ideation, Strategic planning & marketing, Agile methodology, Project management, Creative operations, Print buying, Branding & visual identity, Creative art direction, Email, SEM, Social Media, Print & direct mail, Pre-press, Tradeshow & event design, Presentation design