



Art Director  
Long Island, NY | (631) 559-1045 | haley.r.watt@gmail.com

Highly creative and strategic art director skilled in developing effective creative campaigns that disrupt a space. Exceptional collaborative and interpersonal skills and a dynamic team player who uses creative flair, originality, and strong visual sense to satisfy the requests of clients and employers. Enthusiastic to take on new challenges, learn new skills, and contribute greatly to team environments.

## EDUCATION

### Roger Williams University

May 2020

- Bachelor of Science in Marketing
- Graphic Design Minor
- AACSB accredited Gabelli School of Business
- 2019 – Top 15 AAF students in America

## EXPERIENCE

### Art Director

FCB Health NY | October 2022–Present

- Developing DTC and HCP campaigns for rare diseases
- Designing presentations, social posts, digital banners, websites, activation tactics, patient onboarding kits, brochures, one pagers, CVA's, and more
- Overseeing production of print and digital pieces
- Participating in new business pitches and campaign concepting sessions
- Organizing photoshoot directions, shot lists, talent, wardrobes, and locations
- Presenting to and collaborating directly with our clients and partners

### Art Director

TBWA\Chiat Day\NY | May 2020–October 2022

- Developed campaigns for disease state education and ground-breaking treatments
- Contributed to initiatives like campaign launches, pitches, web development, and digital materials
- Created disruptive work within the healthcare/pharma space from brainstorming to production
- Winner of the first ever "Pirate of the Month" award
- Led various culture initiatives such as paint nights
- Collaborated on an agency cookbook that drove donations for World Central Kitchen
- Participated in the agency "Buddy Program" by guiding new hires through their remote onboardings

## SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dimension
- Adobe XD
- Sketch
- SEO
- Digital Marketing
- Photoshoots
- Web Design
- Google Analytics
- Facebook Blueprint

### Creative Associate

MikeWorldWide (MWWPR) | June–August 2019

- Designed social ads, presentation templates, RFP's, reports, and other internal materials
- Developed photoshoot shot lists and assisted on set
- Attended and contributed to brand activation events
- Created a company senior leader bio template
- Actively participated in creative brainstorm sessions

### Content Specialist

Technology Therapy Group (TTG) |  
June 2018–April 2019

- Conducted demographic-based research to develop new targeting strategies for our clients
- Designed and organized monthly social media decks
- Wrote website copy to improve client SEO results

### Graphic Designer

RWU Design Center | October 2016–May 2020

- Developed eye-catching and themed event designs
- Generated flyer, banner, leaflet, apparel, and logo designs for campus organizations
- Planned 160+ campus-wide events and fundraisers



*let's connect*

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