

Greg Arvanitakis

portfolio: www.540media.com

greg@540media.com

mobile: 847-903-3619

SENIOR ART DIRECTOR | DIGITAL & PRINT CREATIVE LEADER

I'm a creative problem solver and strategic thinker with extensive experience in storytelling, digital campaigns, and engaging user experiences across the Health & Wellness, B2B, and B2C sectors. With proven expertise in brand strategy, concept development, and integrated content creation, I'm skilled at collaborating with cross-functional teams, directing creative work across digital and print, and delivering effective marketing solutions that exceed client needs.

PROFESSIONAL EXPERIENCE

Freelance ACD / Art Director / Designer | 2025 – Present

- Deliver efficient and effective solutions for digital, video, and print including social campaigns, websites, event collateral, and brand assets
- Collaborate with clients and vendors to meet creative objectives and ensure brand consistency

MERGE | Senior Art Director | 2024 – 2025

- Led concept development and design execution for multi-channel healthcare marketing campaigns
- Created sales tools, web assets, emails, and printed collateral for healthcare professionals
- Developed integrated assets supporting a vaccine client's branding and patient outreach initiatives
- Collaborated with project managers to align project goals, budgets, and timelines
- Key clients: **CSL Seqirus, Flucelvax, Fluid**

The Mx Group | Senior Digital Art Director | 2018 – 2024

- Creative lead on digital-first B2B campaigns for major clients including Grundfos Lexis Nexis, and Smile Direct Club
- Directed UI/UX redesigns, web content, social campaigns, emails, display ads, and digital events
- Oversaw freelancers and internal teams to execute brand refresh initiatives
- Delivered pitch decks, animations, and thought leadership pieces for enterprise brands
- Collaborated cross-functionally with strategy, UX, and development teams to drive business outcomes
- Key clients: **US Cellular, Smile Direct Club, Lexis Nexis, HPCC Systems, Grundfos, CGC, MTS, Unishippers, World Wide Express**

Intouch Solutions | Senior Art Director | 2013 – 2018

- Developed a Patient Advocacy campaign for Hemophilia B, including video and social content

- Directed live video production and edited brand stories from filming through post
- Concepted digital training tools, responsive sites, and mobile games for pharmaceutical clients
- Delivered integrated work for clients: **AbbVie, Gilead, Baxter, Zydelig, Baxalta**

Critical Mass | Senior Art Director | 2010 – 2013

- Advanced from Senior Designer to Senior Art Director at top-tier digital agency
- Led cross-channel creative for auto, CPG, and finance clients including Infiniti, Valvoline, and USAA
- Directed offshore teams across time zones and delivered assets for websites, social content, and integrated campaigns
- Partnered with UX on prototyping and iterative user testing for responsive design
- Key clients: **USAA, Infiniti, Budweiser, Las Vegas Convention & Visitor's Authority, Valvoline, Gillette, Albertsons**

CORE SKILLS AND EXPERTISE

- **Creative Strategy & Concepting:** Campaign Development, Ideation, Storytelling, Sketching, Wireframing
- **Integrated Art Direction:** Web, Email, Social, Video, Print, Events, Brand Systems
- **Leadership & Mentoring:** Managing Cross-Functional and Offshore Teams, Creative Reviews, Performance Feedback
- **Stakeholder Engagement:** Client Presentations, Pitch Decks, Brand Development
- **Healthcare & B2B Expertise:** Pharma, Advocacy Programs, Complex B2B Products, Insight-Driven Campaigns
- **Project Management Alignment:** Timeline Ownership, Budget Awareness, Vendor Coordination

SOFTWARE & TOOLS

- **Design & Editing:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, Lightroom, Animate, Fresco, Procreate)
- **Generative AI:** Firefly, ImageFX, Whisk, ChatGPT, DALL-E, Sora
- **UI/UX & Prototyping:** Figma, Sketch
- **Presentation & Collaboration:** Google Workspace (Docs, Slides, Sheets), Microsoft 365 (Word, Excel, PowerPoint), Keynote
- **Web & Development:** Functional knowledge of HTML and CSS

EDUCATION

- **THE ILLINOIS INSTITUTE OF ART:** BFA – Media Arts And Animation
- **THE UNIVERSITY OF IOWA:** BA – Media Production (Honors)

CERTIFICATIONS

- **Foundations of User Experience (UX) Design:** Google / Coursera
- **Generative AI Essentials: Overview and Impact:** University of Michigan