



# NATHANIEL KURITZ

## EMPLOYMENT

- 2014 – 2017 **VP, Associate Creative Director, Area23**
- Creative lead / Supervisor on Bayer: Xofigo – Branded & Unbranded Professional & Patient (Global & U.S.), Copanlisib – Professional Launch (U.S.)
  - Creative lead / Supervisor on BI/Lilly: Basaglar Global Professional & Patient accounts
- 2013 – 2014 **VP, Group Art Supervisor, Area23**
- Creative lead / Supervisor on AbbVie HCV Global and US launch: Disease State Awareness campaign launch rollout for 11.1.13.
  - Branded Global and US Professional Launch for anticipated 2014 approval
- 2012 – 2013 **Group Art Supervisor, Area23**
- Creative lead / Supervisor on Mekinist / Tafinlar US Launch. Supervised Art team for mono-therapy from Day 1 campaigns and through Professional campaigns
- 2011 – 2012 **Group Art Supervisor, DraftFCB**
- Creative lead / Supervisor on Yervoy Global and US: Conceptualized and oversaw rebranding and global campaign execution / rollout to global and US regions. Supervised Art directors on brand, while incrementally gaining Digital AOR
- 2010 – 2011 **Art Supervisor, DraftFCB**
- Creative lead / Supervisor on Yervoy Global and US launch: Supervised Art Director and oversaw branding, campaign rollout across digital print and convention materials.
  - Creative lead / Supervisor on Erbitux unbranded Biomarkers. Supervised Art director on CPRC / Biomarkers and launched print, digital and YouTube campaigns
  - Creative lead on Tasigna digital: Lead creative on pitch, followed by project based digital projects. Success lead to AOR and total scope; web, YouTube etc.
- 2009 – 2010 **Art Supervisor, AgencyRx**
- Creative lead / Supervisor on Global Galvus account: Lead and launched branded and unbranded campaigns. Educational initiative program launch.
  - Supervisor on Global and U.S. Exjade accounts: Lead and launched branded and unbranded campaigns. Managed Art directors and freelancers to meet aggressive time line in interactive, internal communications, conventions, print and web.
- 2008 – 2009 **Senior Art Director, AgencyRx**
- Global and U.S. Exjade account: Creative lead on pediatric educational launch, as well as the patient and professional campaigns.
- 2006 – 2008 **Senior Art Director, Garrand**
- Art direction / design of print, web, video, TV, packaging. Oversaw production of, and collaborated with vendors, radio, video, production and web clients.
  - Managed freelancers, worked and lead creative on agency pitches, developed agency branding, PR and new business development.
- 2004 – 2006 **Art Director, Garrand**
- 2002 – 2004 **Designer, Bates College**

## EDUCATION

- 2000 – 2004 **Maine College of Art**
- BFA: **Major:** Graphic Design **Minor:** Illustration  
**With Honors**

**References** available upon request