

LANA LEMON

CREATIVE // ART

Creativity is the driving force in everything I do. Whether it's conceptual ideation, logo design, tactical planning and everything in between; my drive is to think strategically—and create *beautifully*.

GET IN TOUCH

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PROGRAMS

Photoshop ●●●●●●●●
Indesign ●●●●●●●●
Illustrator ●●●●●●●○
After Effects ●●●●○○○○
XD ●●●●○○○○
Figma ●●○○○○○○

EXPERTISE

Concepting
Web/Social Design
Illustration
Branding
Photography/ Photo Editing
Creative Writing

EDUCATION

Lehigh University 2013
BA Art | BA English

EXPERIENCE

2016-CURRENT **McCANN HEALTH NEW JERSEY**
Associate Creative Director

- Responsible for over 10M in business across multiple brands
Category Experience: Rare Disease, Hepatology, Neurology, Dermatology, Immunology
- Manages team from junior to senior talent by fostering their creative growth, providing feedback and ensuring we create quality work for our clients
- Responsible for creative direction at photo/video shoots, collaboration with photographer/cinematographers, and leading work from pre to post production
- Collaborates with teams in various disciplines including creative, production, digital, strategy, and account to create compelling scalable creative
- Concepts on pitches and client work to create award winning creative

2014-2016 **GAMUT**
Graphic Designer

- Assisted in development of rebranding Gamut and became point person by creating collateral materials, creating template designs, and owning the overall look of the brand
- Worked with research team to create compelling white papers and infographic data visualization for brand as well as social media material
- Created compelling designs to bring our research to life for broadcast events (i.e., Superbowl, The Oscars, and Billboard awards)

ACCOLADES

TABLE TALKS

2024 SILVER MM+M "Orphan Product Marketing Initiative"
2024 SHORTLIST MANNYS "Best in Film"

SWITCHROLES

2024 SHORTLIST MANNYS "Best Experiential"

LIV IT UP

2024 SHORTLIST MANNYS "Best Consumer Campaign"

THE UNBEARABLE ITCH

2022 GOLD MM+M "Professional Print Campaign"
2022 SHORTLIST CANNES "Launch-Nonbranded" "Professional Web" "Rare Disease"
2021 SILVER RX CLUB "Drug Education"
2021 SHORTLIST CLIOS "Design Craft"