

LANA LEMON







CREATIVE // ART

I am an Associate Creative Director currently working at McCann Health New Jersey. Creativity is my driving force in everything I do. Whether it's conceptual ideation, logo design, tactical planning or anything 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	
Sketch	

SKILLS

Illustration
Creative Writing
Photography
Photo editing
Social Media
Web Design

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 work

2014-2016 **GAMUT**

Graphic Designer

- Created compelling designs to bring our research to life for broadcast events (i.e., Superbowl, The Oscars, and Billboard awards)
- Helped develop rebranding of 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

ACCOLADES

2024 **MANNY AWARDS | SHORTLIST**

"LIV IT UP" Best Consumer Campaign
"Table Talks" Best in Film
"SwitchRoles" Best Experiential

2022 **MM+M AWARDS | GOLD**

"The Unbearable Itch" Professional Print Campaign

2022 **MM+M AWARDS | SILVER**

"Ditch the Itch" Product Launch

2022 **CANNES | SHORTLIST (x3)**

"The Unbearable Itch"
Launch-Nonbranded/ Professional Web/ Rare Disease

2021 **RX CLUB | SILVER**

"The Unbearable Itch" Drug Education

2021 **RX CLUB | AWARD OF EXCELLENCE**

"The Unbearable Itch" Launch

2021 **CLIOS | SHORTLIST**

"The Unbearable Itch" Design Craft

2013 **PHOTOGRAPHER'S FORUM | FINALIST/PUBLISHED**

"His Eyes Were Watching"