LANA LEMON

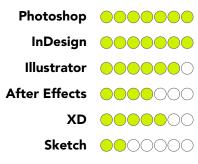
CREATIVE // ART

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

- Lanalemondesign.com 🌐
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 - 201.306.0207 🔍

PROGRAMS



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

"The Unbearable Itch" Design Craft

2013 PHOTOGRAPHER'S FORUM | FINALIST/PUBLISHED "His Eyes Were Watching"