Cheryl Finbow

creative director/visual designer

cherylfinbow.com
cfinbow18@gmail.com
201-873-2109

Creative Director / Visual Designer with 30+ years of experience delivering integrated print and digital solutions. Expert in concept-to-execution design, cross-functional collaboration, and AI-assisted creative workflows. Proven ability to lead teams in person and remotely, manage xcomplex projects, and translate strategic objectives into visually compelling, results-driven creative.

Skills

- **Adobe Creative Suite Expert** (InDesign, Photoshop, Illustrator)
- Figma
- PowerPoint
- UX/UI Collaboration
- Digital & Social Media Design
- AI-Assisted Creative Tools
- Brand Systems
- Omnichannel Campaigns
- Workfront and Asana
- Healthcare & Pharmaceutical Marketing
- MLR Compliance
- Remote Team Leadership

Education

William Paterson University
Wayne, NJ
Bachelor of Fine Arts
Degree in Graphic Design

Freelance / Independent Art Direction and Consulting
Jan 2003 – Present

Creative

- Lead concept-to-completion design for integrated print, digital, web, and social media campaigns
- Translate business objectives and creative briefs into strategic visual solutions
- Develop brand-aligned layouts using typography, color theory, grid systems, and visual hierarchy
- Produce high-impact marketing assets across digital, social, email, and print platforms
- Utilize AI-assisted tools for ideation, image generation, content exploration, and production efficiency
- Efficiently use keyboard commands and integrated software tools to expedite production
- Apply UX-informed design principles to improve usability and audience engagement
- Maintain brand consistency across multiple channels and touch points

Management

- Manage budgets, timelines, and scopes while meeting fast-paced production demands
- Lead and mentor remote teams of designers, illustrators, photographers, and developers
- Oversee multiple concurrent projects through prioritization and workflow management
- Coordinate asset delivery with clients, printers, developers, and digital vendors
- Maintain organized digital asset management and archival systems
- Stay current with emerging design trends, AI platforms, and digital technologies

Collateral

Book Covers • Branding Systems • Brochures • Business Collateral • Catalogs
Digital and Print Advertising • Email Marketing • iPad and Mobile Apps • Infographics
Logos • Mood Boards • Newsletters • Presentations • Packaging • Publishing
Social Media Content • Tradeshow and Live Exhibits • Websites

Industries

Advertising and Promotions • Entertainment • Entrepreneurs • Education • Manufacturing
Medical • Music • Pharmaceutical • Publishing • Real Estate • Retail

Businesses *(partial)*

Hackensack University Medical Center • Valley Health System • Liberate Health
Career Press • Alkazone Antioxidant Water • Public Safety Training Institute

Freelance *(partial)*

Resource Advantage Group • Berkeley College • Creative Circle • The Creative Group
EFitz Art • Mad Creek Design

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Mosaic Group, a division of FCBHealth | ***Art Supervisor***
New York, NY | 2021-2024

- Led visual execution for Managed Markets and Payer brands including AbbVie (Humria, Rinvoq, Skyrizzi; Quilipta including launches of new products and indications)
- Supported product and indication launches across digital, print, and presentation platforms
- Ensured creative aligned with brand strategy, regulatory requirements, and MLR standards
- Collaborated with copy, strategy, account, and production teams to deliver integrated campaigns
- Managed multiple brands simultaneously while maintaining visual consistency

FCBCURE, a division of Interpublic Group | ***Senior Art Director***
Parsippany, NJ | 2015-2018

- Designed integrated digital and print campaigns for HCP and Medical Education audiences for Vertex Pharmaceutical Inc. (Kalydeco, Orkambi), Janssen Pharmaceutical Inc. (Spiriva Respimat, Olyssio, Elmiron)
- Translated complex scientific and clinical information into clear, engaging visual narratives
- Collaborated cross-functionally with copywriters, UX, strategy, developers, and producers
- Partnered with UX teams to translate wireframes and sitemaps into mobile-first UI designs
- Applied digital UX best practices to asset creation and development handoff
- Utilized Workfront to manage workflows and route materials through Medical & Legal Review (MLR)
- Developed storyboards for video and motion content
- Presented creative concepts to internal stakeholders and clients
- Mentored junior art directors, production staff, and developers

Haymarket Media | ***Art Director***
New York, NY | 2015

- Led concept development and design for medical marketing publications
- Art-directed photography and illustration, sourcing and managing external creatives
- Ensured editorial and visual consistency across print and digital platforms

Ogilvy Commonhealth Worldwide | ***Art Director***
Parsippany, NJ | 2014

- Design of iPad App and Email Campaign for Janssen Pharmaceuticals (RA/Diabetes Managed Markets)

PRI Healthcare Solutions | ***Art Director***
Montvale, NJ | 2012-2013

- Designed collateral for pharmaceutical conferences and CME programs (Teva Respiratory, Novo Nordisk)
- Researched and curated stock photography and video assets

North Jersey Media Group | ***Graphic Designer***
Woodland Park, NJ | 2010-2012

- Designed promotional and advertising materials supporting sales initiatives for *The Record, 201 Magazine, The Parent Paper*, bergen.com
- Produced layouts for print publications and digital media

Bloomfield College | ***Adjunct Lecturer – Graphic Design I & II***
Bloomfield, NJ | 2008-2010

- Developed curriculum focused on typography, layout, branding, and design principles
- Guided students through portfolio-ready, real-world design projects
- Conducted critiques and provided professional feedback

Advanstar Communications | ***Art Director***
Montvale, NJ | 2007-2008

- Concept and design of *Contemporary Pediatrics, Contemporary Kids, Patient Care* publications
- Art-directed photo shoots and managed image research
- Performed advanced photo retouching and manipulation

Essex Entertainment | ***Art Director/Graphic Designer***
Englewood Cliffs, NJ | 2003-2006

- Established and led in-house CD and DVD Manufacturer art department
- Specified hardware, software, and production workflows
- Hired, trained, and managed a five-person creative team
- Served as liaison between editorial, sales, operations, and production teams, and outside vendors