

MARIJANA SARICH

CREATIVE DESIGN/ART DIRECTOR

- **Accomplished award-winning creative art/design director with strong branding that strengthened clients' market distinction, including *Boniva w/Sally Field, Falcon Jet* and *The Art of Shaving*.**
- **Proven teamplayer who thrives on creating or revitalizing brands/campaigns, within agencies, design firms or directly with clients/proprietors.**
- **Combined 15 years of meticulous hands-on or managerial experience with Graphic Design degree.**

Brand Identity | CRM/Direct Mail | Packaging | Campaign Development | Print to Interactive | 360

PROFESSIONAL EXPERIENCE

DDB | NYC | MAY>NOV 08 | **SENIOR ART DIRECTOR/DESIGNER**—Consultant
Concepts and design direction expanded existing or won new campaigns for agency's Pharma clients.

Major Contributions:

- Elevated corporate client reviews and relationships by resolving different brand identities to a unified system for both their consumer and professional agencies.
- Lead creative and onsite-presenter to consumer, professional, and corporate teams. Awarded design and implementation direction of new brand personality and system for Enablex's print, CRM, and interactive.
- Collaborated to re-fresh existing strategy into finalist creative direction for Actonel's TV campaign.
- Co-creative campaign and brand concepts resulting in final chosen direction for both Zostavax and Effient.

CLIENTS | Novartis: Enablex | Merck: Zostavax, Gardasil | Proctor & Gamble: Actonel | Eli Lilly: Effient

SAATCHI & SAATCHI CONSUMER HEALTHCARE | NYC | 04>JUNE 07 | **V.P. ART SUPERVISOR**

Creative collaborator with cross-functional teams led agency to "DTC Pharma Agency of the Year" two years in a row. Brought innovative branding tone and manner style to the Pharma DTC/CRM categories with fresh and empowering visuals, resulting in increased sales and adherence.

Major Contributions:

- Generated \$3M in new revenue by offering clients Brand Identity-Architecture and Style Guides services distributed to external agencies/vendors for AstraZeneca Corporate, Seroquel, Pulmicort, Enbrel and Boniva.
- Directed Boniva launch: shot **Sally Field** to reflect brand personality and style for print, CRM and Web.
- Co-art directed Enbrel print/CRM \$1.5M photo library: photo shoots, casting, scouting, styling, with team of 20 at numerous locations.
- Developed agencies first integrated professional and consumer brand campaign for Pulmicort Respules (Children's Asthma) achieving 1st place in Best Branded Print, PhAME Awards '07.
- Contributed to win of \$30M in new business for Ameriprise Financial along with Saatchi & Saatchi NY: Concepted Art Direction of consumer magazine and produced CRM launch for employee kick-off CD box series, screen savers and collateral.
- Orchestrated internal "best practices" to include "brand design", elevating client reviews and relationships.
- Chaired internal committees and projects to mentor junior talents and promote excellence.

CLIENTS | AstraZeneca Pharmaceuticals: Seroquel, Crestor, Pulmicort, AstraZeneca Corporate, AZ&Me Amgen/Wyeth: Enbrel | Roche/GSK: Boniva | Frontline Dogs/Cats | CibaVision | Ameriprise Financial

COSSETTE POST | NYC | 93>04 | **Associate Design Director**

Primary creative force from start-up and growth to 80 employees of successful mid-size integrated agency.

Major Contributions:

- Created entire Dassault Falcon Jet branding—luxury business jets: national print, collateral systems, direct mail, premiums, web banners and site direction to design/art direction of quarterly corporate magazine for 5 years generating \$1M new revenues annually for the CRM department.

- Orchestrated innovative “Brand Materials Installation Guide” for US Coast Guard’s 140 recruitment offices: deliverable of re-branding to exteriors, windows, reception area, overall interior space and personal desktop items with posters, signage, sidewalk mats, screen savers plus much more.
- Developed IRS E-File identity and concepted TV spots.
- Creative collaborator on campaign and re-branding of Caché Stores print and Web.
- Generated revenue by producing projects in-house with hands-on approach, as well as go on-press.

CLIENTS | Dassault Falcon Jet | Caché Stores | US Coast Guard | **IRS E-File** | **TD Waterhouse**

THE ART OF SHAVING | NYC | 96>07 | **CO-CREATIVE DIRECTOR**—Consultant

On-going primary creative force with the founders since startup of this highly successful men’s luxury grooming products and shops.

Major Contributions:

- Co-created entire brand identity: logo, style guide, catalogs, luxury packaging, in-store posters, CRM and Web site—as well as design/produce all communications.
- Recommended outside marketing expertise to capture insightful product cross-sell strategies resulting in “The 4 Elements of the Perfect Shave” campaign increasing sales.

THE TRUMP ORGANIZATION | NYC | 89>90 | **DESIGN DIRECTOR**—Consultant

The Trump Shuttle Airline—Commissioned through an agency and created entire identity system from logo, planes, airline check-in areas, service trucks to print and communications. Presented to Donald Trump.

Earlier experience shortlist | NYC | 87>93 | **GRAPHIC DESIGNER**—Consultant

LINTAS | IBM | Launched IBM Laser Printer campaign and collateral.

SCHECHTER GROUP | Sterling Winthrop | Novon | Corp ID systems—manuals.

LIPPINCOTT & MARGULIES | Marsh McLennan | AT&T | Corp ID system—manuals.

ANSPACH GROSSMAN PORTUGAL | Kmart | Firm’s first digital Corp ID manual.

AMERICAN STOCK EXCHANGE | In-house corporate and numerous clients’ graphics | Directed 6 staffers.

DESOLA GROUP | Citibank | Chase | CIT Financial Group | American Express | Corp ID systems—manuals.

MERITS

- PhAME Awards ‘07 | 1st place: Best Branded Print Ad—Pulmicort Respules
- DTC Perspectives ‘07 | 3rd place: Best Use of PR in a DTC Campaign, Sally Field—Boniva
- Book profile segment of my career path in “Life Is But A Dream”

EDUCATION

- AAS Graphic Design, Mt.Hood College, Portland OR.

ASSOCIATIONS

Croatian New Yorker Club, LinkedIn

SKILLS

- Impeccable fundamentals in design, color, typography and imagery.
- Quark, In-Design, Illustrator, Photoshop, Flash, PowerPoint, Word, Excel, Web apps.

OTHER

- Lived/worked in France, understands French.
- Creating book Chats et Chateaux due out in France.
- Loves travel, spent many summers in South of France and Croatia.
- Based in New York City, raised in California and Oregon.