

# BOB RAYNOR

Doylestown, PA 18901  
215-681-2701  
bob@raynordesign.net  
[www.raynordesign.net](http://www.raynordesign.net)

CLICK TO VIEW MORE



PORTFOLIO

## About Me

I am a seasoned Creative Director with over 20 years of experience in the design industry. As a team builder and leader of creative talent, I have a history of developing creative solutions for pharma clients. My background includes video production, branding, digital design, and UI/UX for clients such as Pfizer, Regeneron, Sanofi, Merck, and Organon. I am a strategic thinker with a passion for creating innovative and impactful design solutions to engage HCP and patient audiences.

## Skills

- Creative concepting
- Team Leadership and cross-team integration
- Client relations
- Branding and Copywriting
- Business development
- Pitch presentation
- Marketing campaign support
- Regulatory process
- Video production
- Studio management
- Adobe Creative Cloud:
  - After Effects
  - Audition
  - Dreamweaver
  - Illustrator
  - InDesign
  - Photoshop
  - XD
- Figma
- Microsoft 365
- HTML/CSS
- Veeva Vault
- Jira
- Ziflow

## Education

**The Antoinette Westphal College of Media Arts & Design, Drexel University**

Bachelor of Science in Graphic Design

**University College of Northampton Graphic Design Program**

Northampton, England  
Three-month study abroad exchange program. I was one of two people chosen to represent the Drexel program at UCN.

## Sequence Design, LLC

### Founder and CEO: January 2025

At Sequence Design, we simplify creative services for life sciences marketing teams. With a monthly subscription, you gain access to an experienced, high-end creative director who understands your industry, your needs, and your timelines

## Dragons Group LLC, Organon Pharmaceuticals Account

### Creative Director: November 2023 – July 2024

- Drove creative execution of all client projects.
- Managed a global studio team of designers, guiding the creative process from concept to completion.
- Interfaced with clients and account managers to deliver strategic, creative marketing solutions for multiple drug product teams.
- Developed and presented creative campaigns and concepts to clients.
- Knowledge of multiple drug product brands, with an ability to navigate projects through the regulatory process for medical and legal review.
- Developed creative briefs and managed workflow processes, enhancing team efficiency and performance.
- Standardized creative operations by developing and enforcing best practices.
- Resolved design issues proactively, working closely with creative and account teams to develop and implement solutions.
- Mentored my design team by conducting weekly 1:1 meetings and fostered a working environment that encouraged open communication.

## Tag Worldwide, Life Sciences Division

### Creative Director, Life Sciences: January 2021 – November 2023

- Led the creative execution for Life Sciences clients, managing a team of designers, art directors, and copywriters.
- Interfaced with clients and account managers to deliver strategic, tactical execution of external- and internal-facing brand projects.
- Knowledge of multiple drug product brands, with an ability to navigate projects through the regulatory process for medical and legal review.
- Developed creative briefs and managed workflow processes, enhancing team efficiency and performance.
- Standardized creative operations by developing and enforcing best practices.
- Resolved design issues proactively, working closely with creative and account teams to develop and implement solutions.
- Mentored my design team by conducting weekly 1:1 meetings and fostered a working environment that encouraged open communication.
- Presented creative concepts to clients.

### Creative Studio Manager, Pfizer Account: February 2014 – December 2020

- Managed the creative process for the on-site design team at Pfizer.
- Provided high-level creative direction, and established and maintained a quality control process that enabled the team to function at an elite level.
- Effectively communicated with AMs, designers, developers, vendors, and clients.
- Created high-end concept work, and developed and executed creative branded campaigns across the entire library of Pfizer products.

For extended work history, please see my [LinkedIn profile](#).