

# DANA HORTICK

## GROUP ART SUPERVISOR

### **MCCANN HEALTH > HUMANCARE | Group Art Supervisor | 2021 - - BMS, DTC ONCOLOGY**

Collaborated with copywriters on patient testimonial videos for online and in-office TV, digital assets for social media and website development. Designed and art directed print brochures and 1 pagers.

### **- Rezdiffra, DTC FATTY LIVER DISEASE**

Contributed to the development of launch materials such as digital, social, CRM, layouts and design. Mentored junior artists, providing guidance and support to help them improve their skills and reach their full potential.

### **- Provided additional support on other DTC and HCP brands within the agency for accounts covering oncology, plaque psoriasis and schizophrenia.**

### **RAZORFISH HEALTH | Freelance Sr. Art Director | 2018 - 2020**

- **Pfizer, HCP ATTR-CM** Created high-quality visual assets including concepting website, booth design and print layouts.
- **Abbvie, DTC plaque psoriasis** Development social media posts, web banners and print design.

### **FCB CHICAGO (yet again) | Sr. Art Director | 2017 - OCT 2018**

- Healthcare: **Bioverative DTC Hemophilia A & B** Worked closely with writers and project leads to ensure artistic vision was cohesive across all aspects of projects including website, web banners, social, print and long form brochures
- Brand/Retail: **Aramark, Cox, MFS, Choose Chicago, Goodyear, Xfinity**

### **FREELANCE | Sr. Art Director | 2013 - 2017**

- Agencies: **FCBChicago, VML, Ogilvy, Havas, Edelman, Reel Social Club** & some other small ones

### **DEFY MFG. | No Title | 2010-2013**

- Graphic Design, branding, website, banners, packaging
- Product Design

### **FCB Chicago > DRAFTFCB | Art Director | 2007 - 2010**

- Brand: **Kraft, KFC, SC Johnson**
- Retail: **Kmart, USPS**

### **FCB Chicago | CREATIVE ASSISTANT | 2005 - 2007**

- **This is where it all began.**

The place where I had mentors who helped guide me. Those years where a few people helped ignite my interest and strengthen my creativity. Pushed me to think bigger and better. Explore, research, find inspiration. Motivated me to work extremely late nights. This is where I thank those mentors who got me into this big bad business of advertising.



THIS IS ME



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### **STUFF I LOVE IN NO ORDER:**

Passion\_Knitting  
Music\_Dave Matthews Band  
Other Music\_Radiohead  
Animal\_Owls  
Meditation\_Knitting & Crochet  
Medium\_Mohair  
Books\_Memiors  
Movies\_Documentaries  
Travel\_Israel  
Season\_Summer

### **EDUCATION**

BFA 2004 - University of Michigan  
Go Blue!  
Portfolio - Northwestern  
200hr Yoga - Yogaview