

ASHRAF ALI

A CREATIVE FOR THE PEOPLE

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ashrafali.net



EXPERIENCE

SENIOR ART DIRECTOR

FEB 2016—PRESENT

DDB Health
New York, NY

- Lead creative strategy and client presentations for oncology drugs (lung, ovarian, and breast cancers) and anemia therapy with \$10 million combined budget
- Design digital experiences and print materials tailored towards doctors and patients
- Supervise freelancers, art directors, and developers on projects including concepts, tactics, and layouts
- Host several workshops including marketing trends in healthcare industry and effective client pitching strategies

ART DIRECTOR

JAN 2015—FEB 2016

Flashpoint Medica
New York, NY

- Launched 30+ projects for medical conventions, national sales meetings, and disease awareness events
- Provided creative direction for pharmaceutical clients specialized in virologics and rare disease therapies
- Designed user interfaces for iOS/Windows sales aids and digital panels. Prototyped user flows and animations with OmniGraffle, Keynote, and InVision

JUNIOR ART DIRECTOR

MAR 2014—DEC 2014

Flashpoint Medica
New York, NY

- Created concepts, wireframes, and layouts for *Fortune 500* pharmaceutical companies
- Collaborated with 10+ person team to produce marketing collateral for medical disease education (HIV and MS), sales training, and visual aids
- Delivered award-winning creative, strategy, and tactics resulting in 3 new business wins with \$1+ million budget

ASSISTANT MANAGER

DEC 2012—SEP 2013

Aged Restaurant
Forest Hills, NY

- Worked side-by-side with management to supervise guest dining experience with 150+ customers nightly
- Streamlined payroll, hiring, inventory, accounting, and CRM with IFTTT, Dropbox, and Excel
- Wrote copy and redesigned restaurant branding, menus, brochures, and flyers. Also developed website and social media presence

PRINT SHOP MANAGER

AUG 2012—DEC 2012

Dot Net
Jackson Heights, NY

- Increased revenue by 114% in 3 months by rebooting branding, copy, website, and sales materials
- Oversaw graphic services, hiring, inventory, accounting, and 20+ small business/freelance accounts
- Performed many roles including print production, publishing, graphic design, and IT management

CASE STUDIES

RELYPSA

pitched a disease education campaign for a new drug

[READ CASE](#)

LIFTUP BASKETBALL

created a non-profit to teach young kids how to play basketball

[READ CASE](#)

VILLAGE PRIME

developed branding and marketing materials in 5 months

[READ CASE](#)

MUSFIT

designed app in a hackathon to empower women's fitness choices

[READ CASE](#)

EDUCATION

THE CITY COLLEGE OF NEW YORK

Major: Media and Communication Arts
Minor: Political Science

THE BRONX HIGH SCHOOL OF SCIENCE

Regents Advanced Diploma Recognition