Everett Roscoe

Creative & Designer

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EXPERIENCE

HAVAS Life Rare - *Art Supervisor (May 2025), Senior Art Director (Dec. 2022 – May 2025)*

Winter 2022 – Current

- Lead creative development for branded and unbranded campaigns in rare disease and healthcare.
- Translate complex medical concepts into compelling, accessible visuals across web, social, print, video, and congress.
- Guide a team of junior designers and art directors; review and refine deliverables for accuracy and visual impact.
- Collaborate with internal strategy, copy, account, and medical teams to ensure cohesive, on-brand creative.
- Design assets for booth experiences, patient education, sales tools, and HCP engagement.
- Contribute to pitch decks, client presentations, and strategic design direction.
- Clients include: Novartis, Sanofi, ViiV, Ipsen, Sumitomo Pharma Oncology, Illumina, Santhera, Praxis.

Vistaprint - *Senior Web Designer*

Winter 2020 – Winter 2022

- Created e-commerce pages and campaign visuals across global markets using responsive design best practices.
- Designed within established frameworks to support merchandising strategies and improve user journeys.
- Developed design briefs and visual references for product photography.
- Collaborated with copywriters and UX teams to maintain brand consistency and elevate UI components.
- Applied A/B testing and user feedback to continuously refine design performance.

Allen & Gerritsen - Designer

Spring 2018 – Winter 2020

- Executed digital and print campaigns from concept to final delivery for a diverse range of clients.
- Designed microsites, landing pages, and interactive web experiences focused on usability and conversion.
- Helped build and maintain brand guidelines, visual identities, and design libraries.
- Participated in client pitches, internal brainstorms, and creative reviews.
- Clients included: Zipcar, Museum of Science, BCBSMA, Northeastern, Fresenius, Citrix, First Citizens Bank, and more.

SKILLS

Design & Software: Adobe Creative Suite, Figma, Adobe Dimension, Microsoft 365, Claude Code/Design, Gemini/Nano Banana, ChatGPT, Adobe Firefly, Midjourney

Creative Capabilities: Art Direction, Branding, UX/UI, Campaign Design/Concepting, Branding, Print & Digital Production, Visual Identity Systems, Storyboarding

Collaboration: Cross-functional teamwork, organization, stakeholder communication, presentation skills, mentorship

EDUCATION

Wentworth Institute of Technology, Boston, MA
Bachelor of Science - Industrial Design, Deans List - August 2017
Reading Memorial High School, Reading, MA
High School Diploma - May 2012