



Phil Scherer
Creative Direction
& Strategy

🔗 philscherercreative.com
@ philscherercreative@gmail.com
📞 917.658.1670
📍 Brooklyn, NY



I work as a **creative strategist, mentor, and hands-on designer** to build health care brands that spark change

CAPABILITIES

Creative leadership

Be in awe of the talent and dedication of our people; lead with respect, aspiration, accountability, and fun

Briefs and strategy

Distill the essential insights, understand the customer, and focus on a key idea that will move mindsets

Campaign development

Find the killer concept that unlocks a brand's potential and nurture it along the journey from ideation to deployment

Presentations and workshops

Energize groups with the power of ideas and make every client touchpoint or internal session meaningful

Global creative

Create campaigns that resonate across markets, partnering with global client teams and creative collaborators

Productions

Plan immaculately and bring the vision to life: broadcast spots, photoshoots, videos, CG assets, illustrations, MOA, and more.

Branding and identity

Discover how a brand is meant to look, sound, and feel; craft an exquisite expression that resonates with customers

Concepts and imagery

Maintain personal mastery of craft as an image-maker using new AI tools to amplify foundational ones

EXPERIENCE

Freelance Creative Direction

Various agencies, 2024—25

Development of video content for KOL, scientific and promotional assets

Campaign concepts for branded and DSE campaigns

Interim CD leading campaign launch

ECD, Chief Design Officer

JUICE Pharma Worldwide, 2019—24

Led numerous winning pitches

Led global concepting for a first-in-category launch, coordinating partner agencies and leading workshops with global client teams

Managed over 20 designers across all accounts (32MM+), with high retention rate and strong career growth

Led broadcast and social campaign development and production

Spearheaded internal training initiatives, including multiple digital design platform migrations and the integration of gen AI

Art Supervisor — SVP Creative Director

JUICE Pharma Worldwide, 2005—19

Led global relaunch campaign for flagship product that went on to achieve 2B in sales

Multiple US product launches including full branding

Developed successful campaigns at all life-cycle stages, from pre-commercial disease education through launches, relaunches, and brand extensions

Gained expertise in a wide range of therapeutic categories across HCP, DTC, social and corporate campaigns

STATS

25
CAMPAIGNS
CREATED

20 YEARS IN
HEALTH
CARE

32MM
BUSINESS MANAGED

30+
PHOTO/VIDEO/3D
PRODUCTIONS

EDUCATION

Columbia University

Bachelor of Arts, East Asian Language and Culture

SOFTWARE EXPERTISE

Imaging
& gen AI



Digital
design



Logos, icons
& vector



Graphic
design



Decks



AWARDS

2022, Trudhesa, Reroute Relief

MM+M
Gold

CLIO
HEALTH
Silver