



Phil Scherer
Creative Direction
& Strategy

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I build health care brands that activate professionals and patients alike. I work as a strategist, mentor, vision-setter, and hands-on designer.

CAPABILITIES

Briefs and strategy

I write clear briefs that distill the essential insights and stories needed to understand the customer's point of view, and focus on a key idea that will overcome the market challenge.

Creative leadership

I build and mentor creative teams that operate at a high level, both inspired and efficient. I strive to help our people continue to grow and build their capabilities.

Branding and identity

I build brands, starting with a distinct persona aligned to positioning and customer insights. I deliver compelling hallmarks including color, brand mark and graphic system.

Campaign development

From ideation to delivery, I lead teams and guide clients through the process of building measurably effective campaigns for professional and consumer audiences.

Presentations and workshops

I deliver compelling presentations for prospective/existing clients, lead ideation and planning workshops, and run training sessions for internal teams.

Concepts and imagery

I create concept imagery using generative AI tools in tandem with traditional compositing in Photoshop. I also design logos, icons and other vector assets.

Global creative

I lead multi-region creative groups to create campaigns that resonate across markets, engaging global client teams through workshops and iteration.

Productions

I guide the planning and execution of productions of all kinds— broadcast spots, photoshoots, videos, CG assets, illustrations, MOA, and more.

Design systems

I build and maintain systems and libraries that allow for efficiency and consistency in all channels, and facilitate training and onboarding for staff and partners.

EXPERIENCE

Chief Design Officer

JUICE Pharma Worldwide, 2019—24

- Led numerous successful pitches from brief to execution and client presentation
- Led global concepting assignments, coordinating creative from numerous partner agencies and engaging with global client teams
- Managed over 20 designers across all accounts (32MM+), with high retention rate and career growth among staff creatives
- Led broadcast and social campaign development and production
- Spearheaded internal training initiatives to keep the design practice current, including multiple digital design platform migrations and the integration of gen AI tools

Art Supervisor—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 visual hallmarks
- Led creative through all life-cycle stages, from pre-commercial disease education through launches, relaunches, and brand extensions
- Developed expertise in a wide range of categories, including high-science HCP, DTC social and corporate campaigns

EDUCATION

Columbia University

Bachelor of Arts, East Asian Language and Culture

SOFTWARE EXPERTISE

					
Imaging & gen AI	Digital design	Logos & icons	Graphic design	Decks	

STATS

25
CAMPAIGNS
LAUNCHED

20 YEARS IN
HEALTH
CARE

32MM
ACCOUNTS UNDER MANAGEMENT

30+
PHOTO/VIDEO/3D
PRODUCTIONS