

LEW RAKOWSKY

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PROFILE

Accomplished creative professional with a passion for great design work. A “hybrid thinker” who champions the value of design thinking and methodology as a business advantage. An effective leader whose collaborative approach, diplomatic manner, broad knowledge and on-target insight builds teams and nurtures relationships. Through a deep understanding of business and brand strategies, distills client objectives into sophisticated, solution-driven communications. Specializes in integrated communications across media such as print, exhibits, events, web and multimedia.

EXPERIENCE

Lew Rakowsky Design, Los Angeles, CA 2007 – Present

- ▶ Creating print and online communications strategies for California Association to Aid Ukraine, a Los Angeles-based grassroots relief and development organization.
- ▶ Leading development of web site and corporate communications tools for Coppervale, an energy consulting start-up.

Amgen Inc., Thousand Oaks, CA 1992 – 2007

Fifteen years of progressive experience in design communications including investor relations, brand development and execution, product launches, and experiential marketing. Core member of in-house design team; played key role in supporting the company's communications needs as it grew from an entrepreneurial start-up to an established biotechnology leader.

Creative Strategy Manager 2005 – 2007

Responsible for shaping and driving pre-launch creative strategy for Denosumab, a first-in-class drug candidate. Directed and managed external creative partners and agencies to develop targeted communications to key audience members.

- ▶ Spearheaded development of comprehensive, scalable design system for a global clinical program, resulting in visual coherence, design and production efficiency, and 70% cost reduction.
- ▶ Led development of unique clinical trial recruitment program that dramatically increased number of eligible patients. Shaped creative strategy, organized plan of action and integrated multiple creative teams to ensure successful execution of design efforts.
- ▶ Provided strategic creative direction for a series of scientific meeting exhibits. Resulted in measurable benefits such as strong participant attendance, increased visibility and improved message retention.

Design Manager 2002 – 2005

Supported Amgen's commercial products by delivering innovative, integrated marketing communications solutions. Created memorable launch meeting events, exciting tradeshow experiences, and effective design programs. Worked closely with senior executives and brand managers to ensure brand consistency and buy-in.

- ▶ Established a brand-defining tradeshow exhibit for marketing business unit. Effectively managed new vendor relationship, resulting in successful booth builds for other business units. Oversaw 30+ exhibit, interactive, graphic, and video designers to effectively integrate branding and messaging into all event facets. Managed \$2 million budget.
- ▶ Created unique, highly-motivating, and interactive national sales meetings, which led to a lasting shift in attendees' engagement, participation, and satisfaction.
- ▶ Directed a national launch meeting attended by over 400 national sales representatives and staff. Led theme development and branding, speaker coaching and engagement, stage design, as well as design of thematic print, video and multi-media elements. Viewed as one of Amgen's most successful product launch meetings ever.
- ▶ Helped build stronger customer relationships through the development of a comprehensive national support and educational program for cancer patients and their families.
- ▶ Brought brand identity and consistency to professional education, licensing, and global pre-launch materials by implementing a branded design platform.

Art Director

1999 – 2002

Led design of effective corporate communications, product marketing tools and program collateral. Played significant role in establishing strong reputation of internal Amgen creative team.

- ▶ Art directed annual report, which helped establish Amgen as a company on verge of massive commercial growth. Received acclaim from CEO and investors for innovative design and message. Led team of designers, production artists, and technical illustrators. Art directed all photography and supervised all pre-production, printing, and bindery.
- ▶ Designed customizable meeting-in-a-box kit for a nationally implemented cancer education series for patients and their families. Program recognized as helping to grow Amgen's oncology franchise.
- ▶ Mentored, managed, and directed design interns and temporary designers to support senior creative staff.

Senior Designer

1992 – 1999

- ▶ Developed branding and designed tools for a corporate, value-added program that built loyalty and good will with Amgen's elite customers.
- ▶ Created unique and appealing educational materials for kidney dialysis and cancer patients.
- ▶ Led design of new R&D brochure, a successful corporate image tool that was used to recruit top scientific talent.
- ▶ Designed program identity and collateral material for a national philanthropic project that rewarded teacher excellence.

ADDITIONAL EXPERIENCE

Amgen Inc., Thousand Oaks, CA

1997

Re-engineering Team Member

Played key role in transforming 52-member marketing communications organization to gain efficiencies and better response to internal client needs.

- ▶ Introduced new "value proposition", centralized infrastructure, and new job families, positions and processes.

EDUCATION

MFA, Graphic Design, California Institute of the Arts (CalArts), Valencia, CA

BA, Visual Arts/Graphic Design, University of Maryland-Baltimore County, Catonsville, MD

AFFILIATIONS

AIGA

California Association to Aid Ukraine