



LANA L. LEMON

ART DIRECTION • GRAPHIC DESIGN • PHOTOGRAPHY

I am a Group Art Supervisor currently working at McCann Health. From concepting to logo design and from tactical planning to designing a sticker, it's important to me that our brands make an impact. My mission as a creative is to be a problem solver, to be innovative and to make it look good all at the same time.

PORTFOLIO

lanalemondesign.com

EDUCATION

Lehigh University 2013
B.A. Art and English

SKILLS

Photoshop
InDesign
Illustrator
After Effects
XD
Illustration
Photography
Writing

CONTACT ME

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PROFESSIONAL EXPERIENCE

McCann Health New Jersey, NJ, 2016 – Current

Group Art Supervisor

- Manages team of junior talent for day-to-day work on multiple brands
- Assists Creative Director and Chief Creative Officer in both brand and above brand work
- Responsible for client interactions from brand/tactical planning to day-to-day work and presentations
- Fosters creativity from our junior talent and vendor partners in order to push creativity and strengthen our creative bench
- Helps ideate, execute and facilitate photo/video shoots
- Collaborates with teams in various disciplines including creative, production, digital, strategy, and account to create compelling work
- Provides art direction, design work, illustration and conceptualization
- Leads in pitch work and concepting for ideas big and small

Gamut, NY, 2014 – 2016

Graphic Designer

- Point person for art direction from working on day-to-day projects and social media to trade shows and executive meetings
- Created compelling designs to bring our research to life for broadcast events (i.e., Superbowl, the Oscars, and Billboard Awards)
- Helped develop rebranding of Gamut and became point person by creating collateral materials, creating template designs, and owning the overall look of the brand

Petry Media, NY, 2009-2011

Intern

- Learned the background of digital and broadcast agencies
- Created presentation designs and internal newsletters
- Worked on make-goods and put in orders for commercials

ACCOLADES

- 2022 MM+M Gold Professional-Print Campaign *"The Unbearable Itch"*
- 2022 MM+M Silver Product-Launch *'Ditch the Itch'*
- 2022 Shortlisted Cannes Health: Launch/Nonbranded Campaign/ Professional Web/ Rare Disease Campaign *"The Unbearable Itch"*
- 2021 Silver RX Club- Drug Education *"The Unbearable Itch"*
- 2021 Shortlisted Clios Design Craft *"The Unbearable Itch"*
- 2021 RX Club Award of Excellence- Launch *"The Unbearable Itch"*
- 2019 RXClub Award of Excellence *'Prevent Blindness'*
- 2013 Finalist/Published in Photographer's Forum Magazine