

# i'm michael hamboussi.

creative director.

Miami | New York | Remote  
917.822.2883  
mhamboussi@gmail.com  
www.hamboussi.com

## Executive Summary

A high-energy, detail-oriented Creative Leader with 25+ years of experience bridging complex science and human emotion. Driven by a mission to contribute, serve, and mentor, I transform brands through strategic storytelling, cross-channel innovation, and the thoughtful application of Artificial Intelligence to elevate creativity and decision-making.

I thrive on critical challenges and bring a “renaissance man” approach to digital, video, content production, and emerging AI technologies—delivering world-class creative solutions that connect insight, technology, and human experience.



## Professional Experience

### Area 23 . Creative Lead . 2025 . Present

Serving as a lead creative strategist for one of the most awarded healthcare agencies in the world. Leading high-concept art direction and disruptive branding initiatives for major pharmaceutical clients.

### FCB Cure . VP Group Art Supervisor . 2024 . 2025

Oncology Art Lead for BAYER Products (Xofigo and Stivarga). Directed HCP and Consumer marketing in the Digital, Print, and Experiential space.

### Havas Lynx . VP Group Art Supervisor . 2022 . 2023

HCP Pulmonology and Dermatology expert for the blockbuster brand DUPIXENT. Led and mentored a large creative team through high-velocity launches and multiple yearly congresses. Specialized in video, digital, and content “renaissance” production.

### Wildtype Health . Group Art Supervisor . 2016 . 2022

Oncology Specialist for the mega-blockbuster immunotherapy drug KEYTRUDA. Launched 20+ indications, overseeing all creative for digital, social, and print. “Hands-on creative guru” focused on team mentorship and interpreting complex client needs.

## Strategic Skills and Expertise

Leadership: Client Liaison, New Business Development, P&L Responsibility, and Strategic Planning. Creative Strategy: UX/UI Design, Data Visualization, Content Marketing, and Wireframing. Digital Mastery: HTML, CSS, Adobe Photoshop (LinkedIn Badge), and full Marketing Arsenal. Specialized Markets: Market Access, Payer Audiences, and Lead Nurturing.

## Awards and Education

ADC Best of Show, RX Club Award of Excellence, AIGA, and Communication Arts.

BFA Graphic Design & Illustration: School of Visual Arts (1986–1990).