SARAH NIEZGODA
ART DIRECTOR

New York, NY
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Sarah Niezgoda
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EDUCATION

Bachelor of Art - Advertising
Penn State University
2013 - 2017

Bachelor of Design
Penn State University
2013 - 2017

SOFTWARE + SKILLS

- Adobe Creative Cloud
- AI integration & image generation
- Figma
- Microsoft Suite

LEADERSHIP

Lynx Agency Award Recipient
Havas Lynx | 2024

"Be like them" award recipient

- This person is an incredible team player who always goes above and beyond. No matter how busy things get, they step in with a smile and a can-do attitude, delivering exciting results every time. This person is a pleasure to work with, tackling challenges with positivity and inspiring others. Their dedication, creativity, and willingness to help make this person an invaluable asset to any team. We are inspired to be like them.

Omnicom Emerging Stars
Link9 | 2019

- Nominated by leadership to attend the network-wide emerging stars program
- Participated in a crash course on innovation and creative methodologies, culminating in an integrated marketing project and live client pitch

Small Business Owner
Personally Planted | 2021 - Present

- Grew a successful online shop through unique product design, strategic branding, social media, and local markets
- Negotiated wholesale orders with local businesses and doubled sales within the first 6 months

EMPLOYMENT

Art Supervisor
Havas Lynx | New York, NY | October 2024 - Present

- Developed HCP-facing marketing materials for one of the top 10 pharmaceutical brands in the world
- Served as the client-facing creative duo often attending client workshops, pitching new platforms, and creative solutions in the gastroenterology and respiratory categories
- Contributed concepts for creative hot houses and supported new campaign development through strategic workshops, market research, photoshoot planning, and asset development
- Led the refresh of a new unbranded DSE campaign from concepting to, visual and strategic execution
- Collaborated with account leads and copywriting partner to align creative deliverables with client goals tight timelines, and meet regulatory compliance
- Concepted booth themes and led the execution of franchise congresses, unifying the brand across 8 indications by incorporating thoughtful messaging, design, and technology to enhance attendee experience
- Managed direct reports, providing creative direction, performance feedback, and career guidance
- Adapted AI into creative workflows to increase efficiency while encouraging and promoting ongoing education around emerging AI tools

Senior Art Director
Havas Lynx | New York, NY | May 2023 - October 2024

- Built a strong relationship with copywriting partner and often ideated for new business pitches, campaign refreshes, and pro-bono clients
- Partnered with vendors like medical animators, exhibit designers, illustrators and photographers
- Partnered with account leadership and project management to build realistic timelines, delegate work, and manage creative expectations
- Conceptualized congress themes that were selected by clients and brought to life throughout 2024
- Actively embraced AI tools to streamline conceptual thinking and increase productivity
- Managed day-to-day routes and oversaw creative hot sheets to ensure deadlines were met
- Worked alongside strategist and medical experts to create DTC and HCP sales aids for 6 indications
- Oversaw, trained, and on boarded junior creatives

Art Director
Havas VX | New York, NY | March 2022 - May 2023

- Partnered with copywriter to conceptualize for pitches, pre-launch congresses, and city takeovers
- Built strong interagency relationships to streamline communication and meet daily creative needs
- Collaborated directly with UX designers, medical experts, and writers to create the brands first IVA
- Provided direction to CGI vendors and production teams producing both still and video assets
- Designed logos, brand guidelines, and master art assets for a newly approved healthcare brand
- Ran the agency social media account and oversaw interns involved with creating content
- Participated in the Cannes Young Lions program

Graphic Designer
Link9 | Jersey City, NJ | December 2020 - March 2022

- Led the creation and production of full conference displays and booth renders through client reviews, regulatory approvals, and printer deadlines
- Helped brand teams with production and art direction support during launches and tight deadlines responsibilities included layout development, resizing assets, social media design, and retouching
- Supported upper management with new business pitches, client relations, estimating timelines, and QC
- Designed internal communications, presentations, and logos for use across the agency network

Junior Designer
Link9 | Jersey City, NJ | December 2018 - December 2020

- Partnered with brand teams to deliver launch and submission projects under tight deadlines, ensuring compliance with medical legal review
- Developed technical skills such as mechanicalizing files for print, building dielines, presentation design, and UX prototyping for both HCP and DTC clients
- Managed a department-wide hot sheet and scheduled coverage to ensure daily deadlines were met