



FARIS HABAYEB

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farishabayeb.com

AWARD-WINNING CREATIVE LEADER

Faris is an expert at translating business objectives into passionate brand stories steeped in human truth and strategic creative. Throughout his career, Faris has brought emerging and legacy brands to life through unique campaigns, social activations, TV commercials, and inspiring visual identities.

Faris has worked with a range of healthcare, tech, consumer, and life science clients like Zocdoc, Pfizer, Beiersdorf, and Kraft. His career spans working across a variety of disciplines from higher education, healthcare, tech, beauty, and publishing.

Art and copy fluent, Faris holds a bachelor's degree from Purdue and a master's from Columbia. A third culture kid, Faris was born and raised in the Arabian Gulf. He now calls Brooklyn home.

CURRENT EXPERIENCE

VP, Creative Director, Advertising & Marketing Digitas Health, New York, NY | February 2021 – Present

PROMOTED FROM CREATIVE DIRECTOR EFFECTIVE JULY 2023

For the past three years I've been overseeing three brands under the Supernus portfolio. Thus far, I've spearheaded multiple brand launches, concepting and directing two TV commercials, crafting creative campaigns, and messaging for patients and doctors in both the ADHD and Parkinson's space.

Achievements + responsibilities:

- Delivered creative increasing customer acquisition by 45%
- Lead a team of 10+ creatives & marketing copywriters
- Work intimately with clients to develop creative that made the brand the #1 ADHD non-stimulant on the market
- Build cross-functional partnerships with Strategy, Product, Media, & Client Services to create best-in-class Creative





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EDUCATION

Columbia University

M.S. | New York, NY

Negotiation &

Conflict Resolution, 2014

Purdue University

B.A. | West Lafayette, IN

Visual Communications Design,

Professional Writing, 2008

LANGUAGES

Fluent in Arabic

Acquainted in French

SOFTWARE

MAC/PC

Sketch

XD

InDesign

Illustrator

Photoshop

Microsoft Office

Slack

Teams

Squarespace

Wix

ASSOCIATIONS

AIGA | NY

Type Directors Club

ACCOLADES

DTC Perspective Award

Disease Education | Digital, 2018

Shorty Awards | Health & Fitness

Winner | Social, 2017

Clio Awards | Brand Design

Winner | Product/Service, 2016

PREVIOUS EXPERIENCE

Group Art Supervisor, Advertising & Marketing

Havas, New York, NY | August 2018 – February 2021

- Represented agency at client meetings
- Brought strategic, big ideas to the table
- Managed workload to maximize art team productivity
- Directed photoshoots & ads for digital & print promotions
- Worked seamlessly with Copy, Account, & Strategy departments
- Developed visual solutions for brands & new business opportunities

Senior Art Director, Oncology & Skincare

Evolve, New York, NY | January 2017 – August 2018

- Partnered with copywriter to deliver cross-channel creative
- Defined stylistic direction for videos, websites, & patient starter kits
- Prepared & presented creative to clients
- Conceptualized campaigns for pitches & client concept reviews

Senior Designer, UX Design & Technology

Zocdoc, New York, NY | July 2015 – January 2017

- Collaborated with engineers to develop best-in-class UX
- Developed award-winning 360° rebrand
- Teamed with Creative Director to concept, plan, & launch campaigns
- Copywriting for email marketing & social channels

Visual Design Manager, Marketing & Strategic Communications

Columbia University, New York, NY | July 2009 – July 2015

- Creative direction for student-facing public health initiatives
- Managed design team, overseeing budget, timelines, & deadlines
- Developed cohesive visual systems for web, video, print, & social
- Designed interfaces for desktop & mobile apps
- Increased sales of dining plans by 17% with new campaign launch

Promoted from Designer effective January 2012

- Prepared wire frames for website redesign & mobile apps
- Managed brand identity standards for 14 departments
- Worked with production team to deliver high caliber of materials

Branding Creative, Design Studio

Girvin, New York, NY | October 2008 – May 2009

- Established brand & style guidelines for a variety of brands
- Teamed with Creative Director & designers to craft unique identities
- Designed collateral from initiation to production: packaging and brochures for hospitality, beauty, & luxury clients

Graphic Designer, PR & Advertising

Ogilvy, New York, NY | May 2008 – October 2008

- Designed graphics for social media, events, & new business
- Assisted with creative for T.J. Maxx & Food Network accounts
- Designed identity for COPD account & creative presentations