

Emily Gregoire

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WORK EXPERIENCE

IQVIA (Medical Communications Team)

May 2021 – Present

Graphic Design Manager/Creative Lead

Remote from Durham, NC

- Lead the creative strategy and design development of interactive and engaging clinical trial training deliverables for 25+ global pharmaceutical clients over 3 years, including AstraZeneca, Janssen, Astellas, and Lilly
 - Manage creative execution, deliverable timelines, and allocated design hours on assigned projects
 - Combine forces with strategy and content counterparts to address specific client needs and drive behavior change for a team-wide \$32 million in projects in 2024
- Accelerated video production time by 19% over 12 months by streamlining workflows and offering expert guidance on motion and animation production within the department
 - Played a key role in 93% of team's video projects in 3 years
 - Developed key resources to educate collaborators and streamline production processes
 - Mentored 5 designers with monthly sessions to help grow their motion and storyboarding capabilities
 - Completed Character Animation Bootcamp & Principles of Animation classes at School of Motion
- Built and analyze dashboards that provide critical insights for strategy and scoping and highlighted opportunities for process improvement and skill development
 - Attained Wrike Reports Mastery (Silver) Certification
- Silver Impact Award Winner: Department-wide recognition for exceptional contributions to the team

Education and Training Systems, International (ETSI)

May 2017 – May 2021

Graphic Designer/Illustrator

Chapel Hill, NC

- Art directed and designed a \$1.27 million pharmaceutical sales training platform while meeting strict turnaround schedules
- Designed for multiple award-winning client platforms through all stages of production
- Collaborated with medical writers to distill complex medical information into user-friendly infographics, motion graphics, and other art pieces for interactive PDFs, ebooks, and elearning platforms

Freelance Motion & Graphic Designer

October 2016 – June 2024

Freelance Motion & Graphic Designer

Remote

- Conceptualize, design, and animate compelling motion graphics in team settings and on solo projects
- Produced 30 2-minute motion graphic videos in 2 months for 5 property management training courses while partnering with an instructional designer to ensure quality learning design
- Gold Award at the Digital Health Awards 2021: Dialysis Research Video for UNC Department of Medicine

EDUCATION

University of North Carolina at Chapel Hill

May 2017

Double Major: Kenan-Flagler Business School & School of Media and Journalism

Chapel Hill, NC

SKILLS

Adobe Creative Cloud, After Effects, Motion Design, Art Direction, Creative Strategy, Illustration, Project Management, Process Improvement, Innovation, Client Focus, Communication, Ownership, Leadership, Branding, Time Management