



# Husani Barnwell

**Creative Director / Art Director · Brand Vision + Hands-On Craft · Educator & Mentor · Harvard · Parsons**

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## SUMMARY

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Multidisciplinary creative leader and maker with more than two decades conceiving and art directing integrated campaigns from first sketch to final production, across film, television, online video, design, motion, and interactive. Brand work spanning Visa, Verizon, Ford, Mars, American Express, ESPN, AT&T, the U.S. Military, and more recently creative leadership for complex healthcare brands. I set the creative vision, build the visual systems, direct the production, and develop the people who do the work.

## EXPERIENCE

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**Group Art Supervisor / Creative Lead** · Remedy Edge (formerly DDB Health) 2023 – Present

- Creative lead directing integrated campaigns for major brands from concept through final production across film, digital, social, and experience design. Set the vision and build the visual systems, then stay hands-on to make the work.
- Launched FABHALTA (Novartis); creative lead on WELIREG (Merck), I-DXd (Merck and Daiichi Sankyo), and VANRAFIA, across HCP and patient audiences.
- Partner across strategy, account, UX/UI, medical, and production to turn dense, high-stakes science into work that is clear, credible, and built to perform.
- Help shape responsible AI in the creative process through the AI Craft Council and OMNI AI; mentor emerging talent through the agency Future Leaders and mentorship programs; contribute to new business.

**Founder & Principal, Creative Director** · Husani Barnwell Creative Consulting 2013 – Present

- Independent practice partnering with healthcare, technology, financial services, education, and social-impact organizations to build brands, identities, and campaigns, and to advise on creative operations and responsible AI adoption.
- Concept and art direct brand and campaign work, build visual systems, and serve as a platform for mentorship, leadership development, speaking, and advisory work.

**Group Art Supervisor / Creative Lead** · McCann Health 2020 – 2023

- Led integrated healthcare communications and digital brand ecosystems for Novartis, AstraZeneca, Janssen, Sarepta, and Dentsply Sirona, from concept through production.
- Created a direct-to-consumer 360 integrated cardiovascular campaign for Novartis spanning brand guidelines, OLV and TV, digital, social, and CRM; directed UX/UI-informed experiences and DTC and HCP launch initiatives.
- Partnered across strategy, medical, technology, production, and data to balance scientific rigor, regulatory compliance, and creative craft.

**Creative Director / Associate Creative Director** · GlobalHue (New York & Detroit) 2009 – 2013

- Owned creative vision and directed 360 multicultural brand campaigns across TV, online video, experiential, digital, social, and environmental design for Verizon, Chrysler, Jeep, Dodge, ESPN Deportes, Walmart, NBC Universal, and the U.S. Navy.
- Led creative teams, hired staff, and directed TV and print shoots and client presentations; contributed to the launch of VOYR, an early creator-community content platform.

**Art Director** · BBDO Worldwide 2002 – 2007

- Concepted and art directed integrated campaigns and brand storytelling across TV, print, digital, and experiential for Cingular/AT&T, M&M's/Mars, Snickers, Visa, Pepsi, Charles Schwab, Bank of America, Lowe's, and Campbell's Soup.
- Conceived a national AIG television spot that aired in the Super Bowl and ran across NFL, NBA, and MLS broadcasts.
- Directed production with photographers, directors, and editors. Entered through the 4A's MAIP program and was promoted from creative intern to art director.

**Associate Creative Director / Art Director (Freelance)** · Multiple Agencies 2007 – 2020

- Senior freelance creative across leading agencies including R/GA, BBDO Atmosphere Proximity, McGarryBowen, MullenLowe, Code and Theory, Edelman, MRM/McCann, KBS, Digitas, Saatchi & Saatchi Wellness, and WPP UniWorld Group.
- Concept and art direction for American Express, Visa (2016 Olympics, NFL, Apple Pay, Visa Checkout), United Airlines, Verizon, Samsung, Ford, JPMorgan Chase, Edward Jones, the U.S. Army, CVS, Emirates, Procter & Gamble, and Michelob Ultra, working both in-house and through partners.

**Founding Creative Director / Designer** · DonorsChoose.org 2000 – 2007

- Founding creative for one of the first online education-crowdfunding nonprofits. Built the original brand identity, logo, visual language, web presence, and collateral from the ground up. Founder Charles Best credited the work with shaping the organization's look, feel, and brand.

## TEACHING & MENTORSHIP

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**Faculty / Co-Instructor, School of Visual Arts (2018 – 2023).** Co-created and taught an advanced creative-conceiving and methodology course for emerging art directors, writers, and designers.

**Ongoing talent development.** 4A's MAIP coach; BLAC (Building Leaders and Creators) speaker and mentor; Harvard BMF mentor; 100 Roses From Concrete; Omnicom Health Group University Connect and Health of Advertising Brand Challenge; One Club portfolio reviews; earlier work with the 4A's High School Initiative, TORCH, GO Project, and Summerbridge.

## EDUCATION

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**MIT Professional Education** — Applied Agentic AI for Organizational Transformation (current).

**University of Oxford, Saïd Business School** — Oxford Artificial Intelligence Programme (2024).

**Parsons School of Design** — MPS, Communication Design. 3.87 GPA, Dean's Merit Scholar, Parsons Scholar. Concentration in digital product design, UX/UI, typography, interaction, data visualization, and coding (HTML5, CSS, JavaScript).

**Harvard University** — BA, cum laude, Visual & Environmental Studies (Art & Design).

**Continuing education** — Miami Ad School Creative Director Program (2023); Future London Academy Creative Leadership (2023); NYU Tandon UX Design for AR/VR (2020); School of Visual Arts and Adhouse.

**St. Paul's School** — Diploma, Magna Cum Laude with distinction in Art.

## RECOGNITION

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Cannes and One Show (shortlists), 3 Bronze Effies, London International Awards Finalist, 2 Gold Addys (National and Regional), Grand Prize at the ANA Multicultural Excellence Awards, Creative Floor Awards Best Use of Technology, Adweek Best Spots, Creativity, Adcritic Pick of the Day, Shoot, US Ad Review, Billboard.com Best Spots, Metropolis, Wall Street Journal, Graphic Design USA, FAB Awards Finalist, Printmonitor Best Ads, and the New York Times.

## SKILLS

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**Craft & Art Direction:** Art Direction, Integrated Campaigns, Concept Development, Photography & Film Direction, Typography, Motion, Branding, Retouching, Design Systems, Figma, Experiential & Events.

**Creative Leadership:** Creative Direction, Creative Vision, Brand Strategy, Team Leadership & Hiring, Creative Operations, Mentorship, Client Presentations.

**Design & Technology:** Human-Centered Design, UX/UI, Digital Product Design, Interaction, Prototyping, User Testing, Data Visualization, AR/VR, Human-Centered AI, HTML/CSS/JavaScript.