

Iman Mora

Art Director, Healthcare & Pharmaceutical Design

Design leader with a focus on making healthcare feel human. After starting my career in graphic design and growing into an Art Director, I've spent 7+ years helping brands turn complex medical content into powerful visual experiences. I lead teams to craft multi-channel campaigns that connect insight with clear, engaging design, blending science, strategy, and innovation.

📍 Remote | Based in Houston, Texas, USA

Experience

Art Director

📅 March 2023 - Present

Petauri Advance (formerly FORCE Communications) · Full-Time · Remote

- Lead and created design systems for global pharmaceutical brands, overseeing integrated campaigns across digital, social, print, and experiential channels from initial concept through final delivery.
- Work in collaboration with agency leadership and cross-functional teams to develop and pitch campaign concepts to clients aligning creative direction with brand strategy and regulatory standards.
- Direct product and website launches, building cohesive brand systems, design guidelines, and responsive prototypes that supported multi-platform engagement.
- Manage vendor and contractor relationships, ensuring communication, timelines, and deliverables meet brand and quality standards; oversee, train, and provide feedback to freelancers from assignment through final approval.

Senior Designer

📅 March 2022 - Feb 2023

Petauri Advance (formerly FORCE Communications) · Full-Time · Remote

- Designed digital tools, interactive experiences, and presentation materials for congresses, speaker trainings, and advisory boards that translated complex scientific data into engaging, accessible creative.
- Performed detailed pre-press production checks for print deliverables, collaborating with vendors to ensure accuracy and compliance while utilizing Lilly's custom Buy Production system to validate print specs for job bidding.
- Partnered with medical writers to develop and execute social media strategies by concepting and producing digital assets such as social posts, banner ads, and marketing tools aligned with client objectives.
- Created medical illustrations, diagrams, and data visualizations for use across scientific presentations, medical education, and promotional materials.

Presentation Design Manager

📅 Feb 2021 - Feb 2022

Prezent.ai (Startup: AI-powered Presentation Design Platform) · Contract · Remote

- Led a global creative team based in India, providing weekly design reviews, mentorship, and performance feedback to maintain quality and consistency in a fast-paced startup environment.
- Built and scaled creative workflows from the ground up, improving team efficiency, alignment, and collaboration across time zones.
- Oversaw the execution of branding and design systems across a remote production team, ensuring consistency, accuracy, and client satisfaction.
- Directed creative development of executive presentations for enterprise clients including AbbVie, Takeda, and Gilead Sciences.

Core Skills

Creative & Design

- Creative Concepting & Campaign Development
- Digital & Print Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma Prototyping
- AI-Generation Tools (Adobe Firefly, Midjourney)

Project Management

- Workflow & Timeline Management
- Remote Team Leadership
- Project Management Tools (Asana, Wrike, Trello, Notion)

Healthcare/Pharma Expertise:

- FDA-Compliant Creative Execution
- ISI Integration
- PMC (Permission Managed Content) Documentation
- Regulatory Compliance Processes

Supporting Tools:

- Microsoft Office Suite (Word, Excel, PowerPoint)

Certifications

Google UX Design Certificate

- 200+ hours of UX research, wireframing, prototyping, usability testing, and accessibility training.
- Designed user-centered projects using Figma and Adobe XD, integrating UX principles into creative solutions. [Click to Verify Credential](#)

Education

Texas State University
Graduated 2018

Bachelor of Fine Arts (BFA),
Communication Design

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Experience Continued

Creative Project Manager

Feb 2021 - Feb 2022

Affinity Media Consulting · Contract (Concurrent) · Remote

- Supported the CEO with federal and government contracts, overseeing creative project management from kickoff through delivery by building timelines, ensuring 508 compliance, reviewing creative output, and facilitating client approvals.
- Supervised design production by proofing and reviewing designers' work, checked for print production readiness, ensured assets were properly packaged for final output, and mentored designers to resolve execution challenges while maintaining alignment with creative briefs and delivery timelines.
- Acted as the primary point of contact for daily operations, ensuring smooth execution of multi-project initiatives and consistent design quality.

Graphic Designer

Dec 2018 - Jan 2021

Stream Realty Partners · Full-Time · Houston, Texas, USA

- Designed and executed full-scale property marketing campaigns and brand identities for commercial real estate portfolios, increasing visibility and accelerating leasing cycles.
- Partnered with brokers and property managers to develop customized design strategies for prospect and client engagement, including event branding, promotional gifts, and marketing center collateral that supported business growth.
- Designed and coordinated production of full scale marketing centers for new vacancies, managing vendor coordination, build-outs, installations, and interior branding.
- Produced in house collateral including business cards, brochures, leasing flyers, white papers, reports and property binders using production quality printers.



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