NOW AVAILABLE
wegovy™
semaglutide injection 2.4 mg

novo nordisk®

Brand: Wegovy®
Client: Novo Nordisk

Role: Art Direction.
Worked with the Creative Director and the rest of the creative team in getting this over the the finished line. A massive undertaking to to say the least. Lots of organization and communication with the retoucher.

Playbook

Role: Art Direction and design.
The idea behind this is to launch a Wegovy® magazine so this layout is to take the team one step closer to that realization.

Journal Ad spread

Role: Art Direction and design.
This is a one-page journal ad spread that adhere to the Wegovy® brand style guide

IVA - Interactive Visual Aid

Role: Art Direction and design. I am merely showing 9 pages of this interactive visual aid but it has some 50 pages. There are lots of data points and charts which made this piece particularly challenging to tackle. Not to mention, we have to include all the required ISI.

Magic Cube

Role: Art Direction and design. Magic cube in the form of Wegovy® and its core messaging. Healthcare providers at the office can have some fun during their downtime.

GLP-1 Leave Behind

Role: Art Direction and design. This leaves behind enlightens and reminds healthcare professionals or the general public how Wegovy® decreases hunger, increases satiety, and decreases food reward which eventually leads to weight loss.

Billing and Coding Brochure

Role: Art Direction and design.
All your billing and coding codes in one nicely designed brochure

Rich Animated Banners

Frame 1

Frame 2

Frame 3

Frame 4

Frame 5

Frame 6

Frame 7

Frame 8

Frame 9

Frame 10

Role: Art Direction and design. One of the many storyboard concepts for the rich animated banner that celebrates World Obesity Day.

Skyrizi®
risankizumab-rzaa

Brand: Skyrizi®
Client: AbbVie

Newsfeed Ad - Facebook Feed, Instagram Feed and Instagram Explore

FACEBOOK MOBILE

GLOBAL Note to Reviewer: First copy may be truncated depending on a user's device and personal settings.

If truncated, it can be viewed in full by clicking "See more."

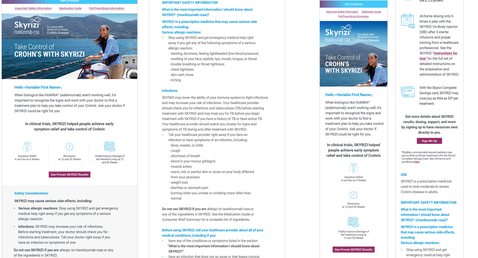
STATIC IMAGE CONTAINED WITHIN FACEBOOK AD UNIT

GLOBAL Note to Reviewer: CTA buttons color may be different than the original creative based on the color of the image or video.

GLOBAL Note to Reviewer: If truncated, it can be viewed in full by clicking "...more."

INSTAGRAM MOBILE

First IL-23: Newsfeed Ad - Storyboard



Logo and super fade in. Video of a group of sailors on sail boat begins to play.

Logo remains static throughout animation. Video of female sailor in stripes continues to play. Super from Frame 1 fades out, new super fades in.

Logo remains static throughout animation. Video of sail boat continues to play while super from Frame 2 fades out, new super fades in.

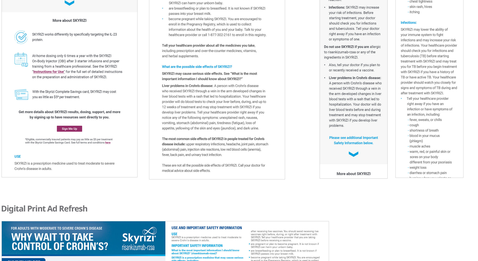
Logo remains static throughout animation. Video of sail boat continues to play. Super from Frame 3 fades out, new super fades in.

Logo and super fade in. Video of sail boat continues to play. Super from Frame 4 fades out, new super fades in.

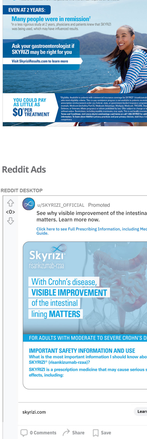
RESOLVE FRAME:

After the customer has played through, the CTA will expand to full screen and remain static. The final frame should be used whenever a returns is required to approved guidance.

First IL-23: Reels Ad - Instagram

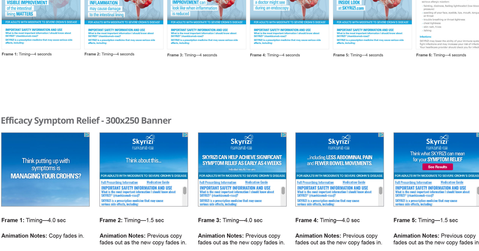


Desktop Email



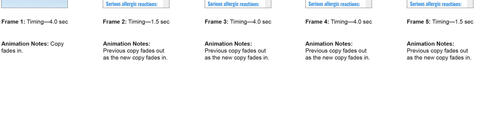
Mobile Email

Digital Print Ad Refresh



Reddit Ads

Endoscopic Improvement Tool: Newsfeed Ad - Storyboard



Efficacy Symptom Relief - 300x250 Banner

Frame 1: Timing—4.0 sec

Animation Notes: Copy fades in.

Frame 2: Timing—1.5 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 3: Timing—4.0 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 4: Timing—4.0 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 5: Timing—1.5 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Efficacy Symptom Relief - 160x600 Banner

Frame 1: Timing—4.0 sec

Animation Notes: Copy fades in.

Frame 2: Timing—1.5 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 3: Timing—4.0 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 4: Timing—4.0 sec

Animation Notes: Previous copy fades out as the new copy fades in.

Frame 5: Timing—1.5 sec

Animation Notes: Previous copy fades out as the new copy fades in.

KNOW PNEUMONIA | Prevnar 20™ Pneumococcal 20-valent Conjugate Vaccine | Pfizer

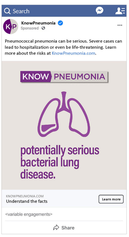
Brand: Prevnar 20 + Know Penumonia
Client: Pfizer

Know Pneumonia Social Post: What is Penumococcal Pneumonia? For 19+ and 65+

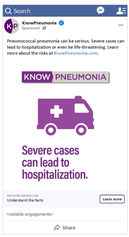
Frame 1: Copy appears. Pneumococci dance around.

Frame 2: Frame shifts to the left, revealing a white screen.

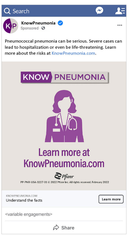
Frame 3: Copy and icon slide in. Cough bubble animates. White background shifts to the left to reveal new background



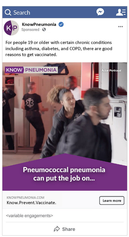
Frame 4: Grey background slides in with copy and empty lung. Lung animates to fill up. Frame shifts out to the left to reveal new frame.



Frame 5: White background slides in with copy and ambulance. White background slides out to the left, while ambulance drives off to the right.



Frame 6: Grey background with copy and doctor icon fade in.



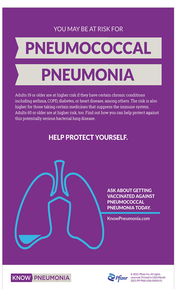
Frame 1: We see the EMT in action then sudden the purple chevron slides up from under the banner. Copy "Pneumococcal pneumonia can put the job on..." fades on.

Role: Art Direction, design and storyboarding

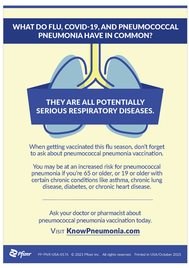
Frame 2: The video pause as the word, "Pause" appeared. Copy from fades out while copy from frame 2 fades in.

Frame 3: The video unpauses itself and continue to play. The purple chevron slides up and overtake the banner. Copy "Find out about vaccination..." fades onto banner with the best of the assets below it.

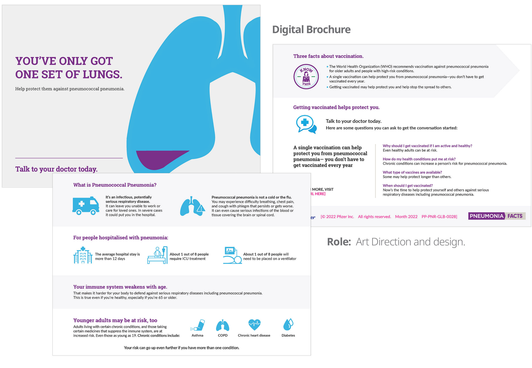
InOffice Poster



Tearpad



Role: Art Direction and design. Standard Inoffice poster and tearpad.



Digital Brochure

Role: Art Direction and design.

Animated Web Banner

Role: Art Direction and design.

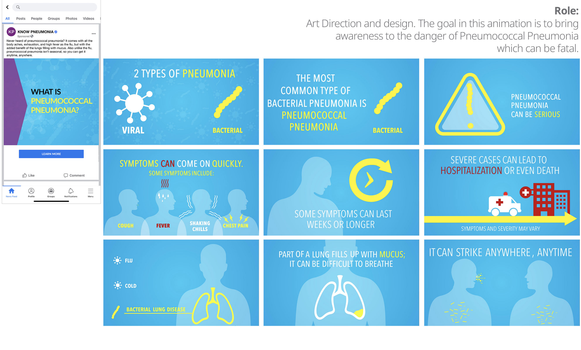
Frame 1: Copy lights up and an image runs across the Jumbo tron screens. Spotlights move around. Lights in the crowd flickers, mimicking photography

Frame 2: New copy and image runs across the Jumbo tron screens. Spotlights continue to move around. Lights in the crowd continue to flicker.

Frame 3: New copy and image runs across the Jumbo tron screens. Spotlights continue to move around. Lights in the crowd continue to flicker.

Frame 4: New copy runs across the Jumbo tron screens. Spotlights continue to move around. Lights in the crowd continue to flicker. CTA appears!

Facebook Newsfeed Social Post



Role:
Art Direction and design. The goal in this animation is to bring awareness to the danger of Pneumococcal Pneumonia which can be fatal.

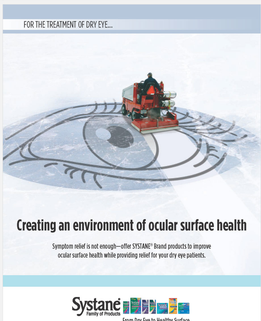
Takeda Oncology

Adcetris

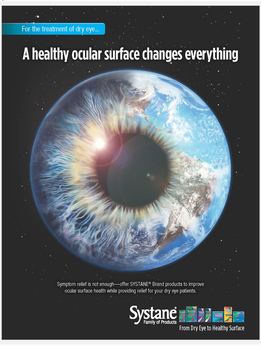
Alcon

Astellas

Systane



Systane

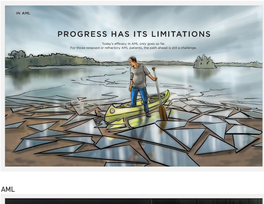


Astra Zeneca

Astra Zeneca

Gerber

AML

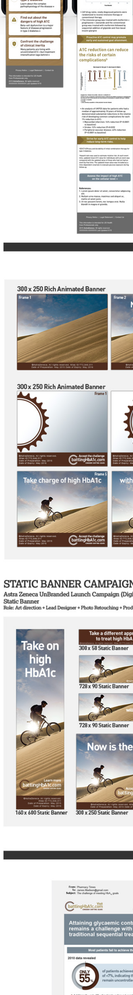


AML

ASTRA ZENECA ONLINE CAMPAIGN

Astra Zeneca UnBranded Launch Campaign (Digital + Print)
Responsive Site
Role: Art direction • Lead Designer • Style Guide • Assets Optimization • Production

SMARTPHONE



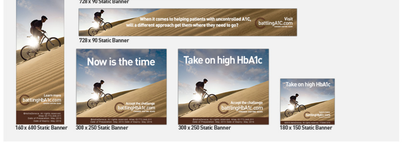
TABLET

DESKTOP

ANIMATED BANNER CAMPAIGN

Astra Zeneca UnBranded Launch Campaign (Digital + Print)
Rich Media Animated Banner
Role: Art direction • Lead Designer • Storyboarding • Animation • Photo Retouching • Production

300 x 250 Rich Animated Banner



300 x 250 Rich Animated Banner

STATIC BANNER CAMPAIGN

Astra Zeneca UnBranded Launch Campaign (Digital + Print)
Static Banner
Role: Art direction • Lead Designer • Photo Retouching • Production

EMAIL CAMPAIGN

Astra Zeneca UnBranded Launch Campaign (Digital + Print)
Role: Art direction • Lead Designer

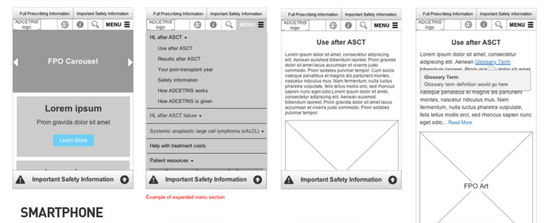
PRINT CAMPAIGN

Astra Zeneca UnBranded Launch Campaign (Digital + Print)
Role: Art direction • Lead Designer

MOBILE FIRST DESIGN + WIREFRAME

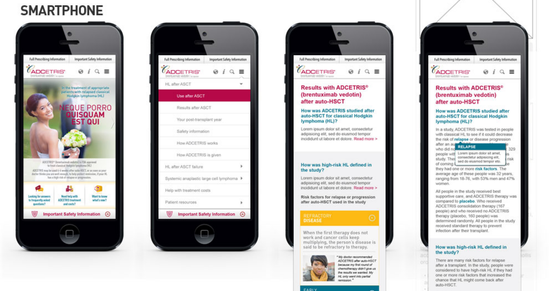
Adcetris Branded Responsive Site
Role: Art direction + Lead Designer

File Name & Version: ADCETRIS_Patient_Site_Redesign_Wireframes_v5	Modified on: 21 July 2015 5:30 PM
Project: ADCETRIS.com Patient Website Redesign	Job Number: 10355228
Prepared By: Bill Tatlisch	sitemap ref: 0.0

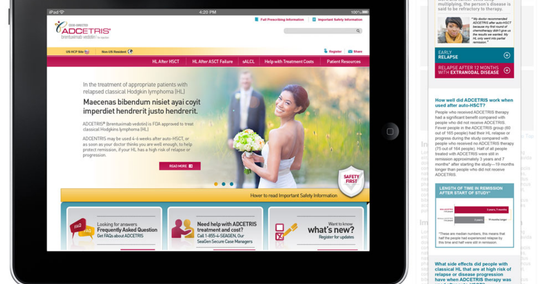


Example of expanded menu section

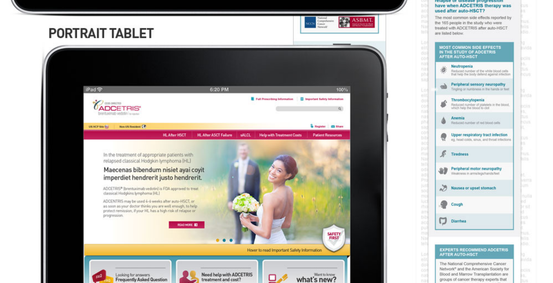
SMARTPHONE



LANDSCAPE TABLET



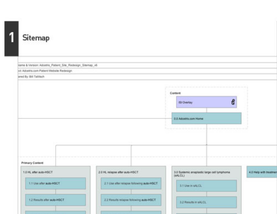
PORTRAIT TABLET



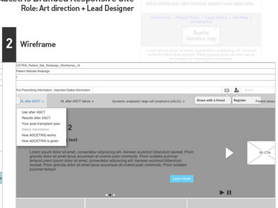
DESKTOP SITEMAP + WIREFRAME + DESIGN

Adcetris Branded Responsive Site
Role: Art direction + Lead Designer

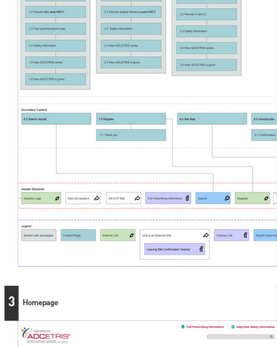
1 Sitemap



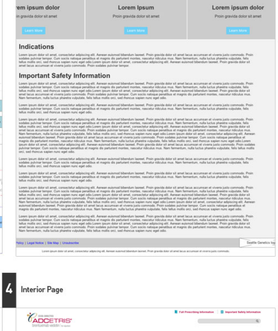
2 Wireframe



3 Homepage



4 Interior Page

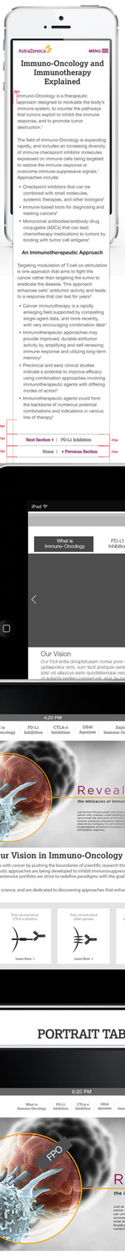


MOBILE FIRST DESIGN

Astra Zeneca IO Branded Responsive Site
Role: Art direction + Lead Designer + Style Guide + Asset Guide + Optimization + Production

0.0 - homepage

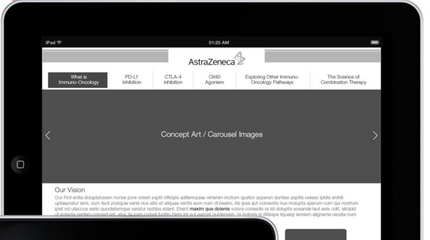
1.0 - Immuno-Oncology



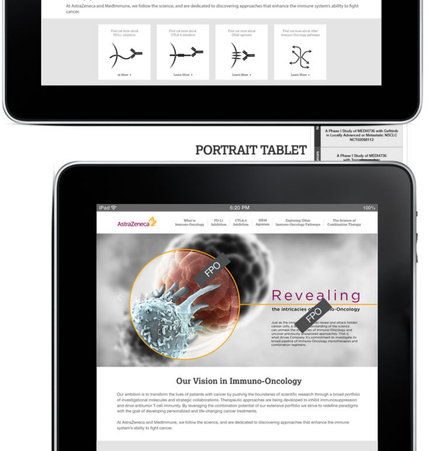
2.0 - PD-L1 (part1)

2.0 - PD-L1 (part2)

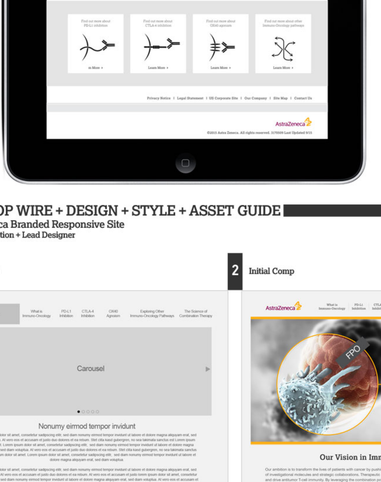
TABLET WIREFRAME



LANDSCAPE TABLET



PORTRAIT TABLET

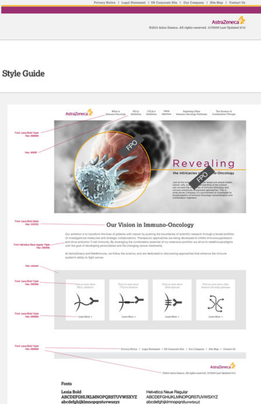


DESKTOP WIRE + DESIGN + STYLE + ASSET GUIDE

Astra Zeneca Branded Responsive Site
Role: Art direction + Lead Designer

1 Wireframe

2 Initial Comp



3 Asset Guide

4 Style Guide

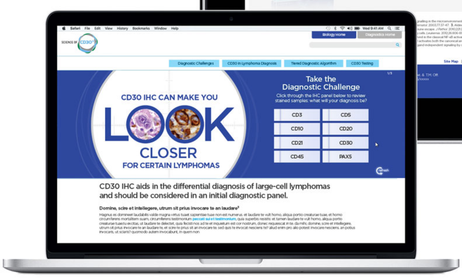
MOBILE FIRST DESIGN + WIREFRAME

Seattle Genetics Branded Responsive Site
Role: Art direction + Lead Designer + Lead UX/UI

Smartphone

Landscape Tablet

Portrait Tablet

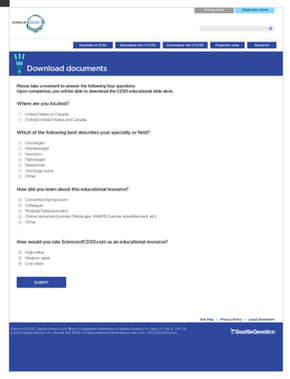


DESKTOP DESIGN + STYLE + ASSET GUIDE

Seattle Genetics Branded Responsive Site
Role: Art direction + Lead Designer + Lead UX/UI

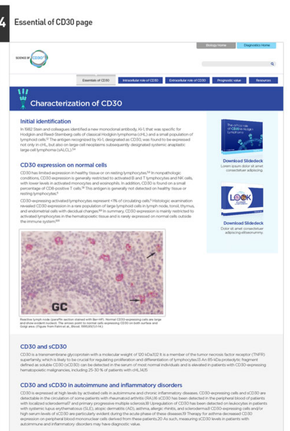
1 homepage with dropdown

2 Download slideck page



3 Extracellular role of CD30 page

4 Essential of CD30 page



MUN KIN CHANG (KENT)

ART DIRECTOR. DESIGNER. CREATIVE

@ munkchang@gmail.com http://www.monoweight.com New York City, NY

EXPERIENCE

Associate Creative Director

Digitas Health (DH)

Nov 2021 - Aug 2025 New York City, NY

- Rally the team and act as a unifying force that threads the team together. Ensure that the team over-communicates and executes tasks to perfection
- Ideated, refined, and helped launch the "Pause" campaign for Pfizer. The campaign aimed to encourage heroes to take a moment to pause and consider the risks associated with pneumococcal pneumonia
- Launched SKYRIZI® for the treatment of Crohn's Disease and Ulcerative Colitis
- I was deeply involved in bringing print and digital pieces to life, including the website, email campaigns, splash page, banners, endoscopic videos, Facebook Newsfeed posts, Instagram Reels, videos for Pandora, a YouTube channel, iHeart Radio promotions, and Reddit ads, among others
- Clients: Pfizer, Abbvie

Group Art Supervisor

Concentrix Health Experience

Apr 2021 - Nov 2021 New York City, NY

- Successfully launched the widely recognized and effective weight loss drug, Wegovy®
- Supervised and maintained the Wegovy® brand across traditional and digital channels, ensuring consistency across all platforms
- Handle daily tasks, including designing, revising, and updating print and digital materials, while providing guidance as needed.
- Client: Novo Nordisk

Art Supervisor

Saatchi Saatchi Wellness (SSW)

Jan 2017 - Jan 2021 New York City, NY

- As the creative lead on our team, I set the design tone for both digital and print projects within our brand. I collaborated closely with the ACD to ensure his vision was reflected in all media I developed, including brand books, style guides, and asset structures for digital files to facilitate a smooth handoff
- I played a key role in creating various Digital Detail Aids for brands such as Menactra, Mavyret, and Humira. The Digital Detail Aid developed for Humira won the Creative Floor Healthcare Awards and was a finalist for the Global Awards in the Digital Detail Aid category in 2019
- During the launch of Mavyret in 2017, I was a key member of the digital division team, responsible for leading the overall look and feel of all digital campaigns. This included creating responsive websites for mobile, iPad, and desktop, as well as developing traditional and fragmented emails and both animated and static banners
- Clients: Sanofi Pasteur, AbbVie, Alcon, Amgen and Daiichi-Sankyo

LIFE PHILOSOPHY

> *"Is not what you born with, is what you choose to bear."*

AWARDS

- 2019 Winners of the Creative Floor Healthcare Awards for the Digital Detail Aid Category.
- 2019 Finalist for the Global Awards for the Digital Sales Aid Category.
- PM360 Pharma Choice Award – Gold Winner Sandostatin LAR Website
- 2008 Rx Clue Awards: Category 9V/ Interactive – 2D animation, Vusion

STRENGTHS

Hard-working(18/24) | Team Player | Calm when the sea gets rough | Motivator | Optimistic

User Experience | 2D/3D Animation | Mobile Devices & Applications

MUN KIN CHANG (KENT)

ART DIRECTOR. DESIGNER. CREATIVE

@ munkchang@gmail.com http://www.monoweight.com New York City, NY

EXPERIENCE

Senior Art Director

Heartbeat Ideas

Aug 2016 - Dec 2016 New York City, NY

- Developed digital solutions to effectively structure assets for a responsive site optimized for retina displays, ensuring a seamless file handover to developers
- Conceived and redesigned a new responsive website with multiple breakpoints to showcase all Johnson & Johnson Medical Devices materials
- Brainstormed and developed concepts for several digital takeover ad campaigns for Sunovion, titled “Delivery Matters.”
- Clients: BMS, Pfizer, Sunovion, and J&J Medical Device

Senior Interactive Art Director

McCann Healthcare

Jan 2009 - May 2016 New York City, NY

- Helped lead the integration of digital solutions within a full-service agency.
- Co-supervised a team of art directors and UX designers alongside an Associate Creative Director, working on websites, tablets, applications, and emails for Boehringer Ingelheim, Kowa, and Astra Zeneca.
- Led and presented creative projects, including websites, kiosks, tablets, emails, videos, and 3D projects, for client reviews.
- Conceived 360° cross-media campaigns for AZ IO, Amgen Nplate, and Daiichi-Sankyo.
- Collaborated closely with the account and creative teams to ensure consistency and effective strategies were implemented in all creative products and within the project scope

Interactive Designer and Flash Animator

Tribal DDB

June 2008 - Aug 2008 New York City, NY

- As the lead creative, I designed a range of animated web banners in various sizes and compositions. I presented these to the creative director for approval, and after further refinement and iteration, they were shared with the account team and then submitted for client approval and buy-in
- Once approved, I utilized cutting-edge animation techniques to bring these rich media banners to life for brands such as Smirnoff, Neutrogena, and Johnson & Johnson

LANGUAGES

English	●●●●●
Cantonese	●●●●●
Mandarin	●●●●○
Taiwanese	●●●○○
Malay	●●●○○

EDUCATION

Pursued coursework for Registered Nurse (RN)

University of North Carolina at Chapel Hill

B.A in Biology

University of North Carolina at Asheville

EXPERIENCE

Interactive Designer and Flash Animator

Sequel Studios

Jan 2008 - May 2008 New York City, NY

- Designed and developed media-rich Flash annual reports for Comcast, Merrill Lynch, Rockwell Collins, and CA Associates. These reports included features like background music, CEO speeches, video clips from executives, animated charts, and snippets of movie clips

Interactive Designer and Flash Animator

Kenneth Cole Production

Sep 2007 - Dec 2007 New York City, NY

- As the lead creative digital designer, I was responsible for assessing and redesigning Kenneth Cole's official website in preparation for their 2007 year-end Christmas campaign
- Collaborated closely with the creative director to ensure her campaign vision was successfully realized, particularly in meeting strict file size limitations while adhering to the specified visual direction
- Once the official homepage was approved, I was tasked with creating and animating various Flash banners and emails to promote the online campaign, aiming to drive additional traffic to Kenneth Cole's official homepage

Interactive Designer and Flash Animator

Creative Priority

Feb 2007 - Sep 2007 New York City, NY

- Designed and developed the ING Direct Securities online demo, including the modeling of 3D scenes
- Designed and developed a microsite for Monster.com from conception to completion
- Hand-coded Hair Club website and newsletters
- Designed, resized, and animated a variety of banners for ING Direct.

LANGUAGES

English ●●●●●

Cantonese ●●●●●

Mandarin ●●●●○

Taiwanese ●●●○○

Malay ●●●○○

EDUCATION

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