

RAFAL NAPIERALA

GROUP ART SUPERVISOR | PHARMA & HEALTH ADVERTISING
BROOKLYN, NY

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SUMMARY

Senior creative leader with 9 years of experience in pharma and health advertising, specializing in digital-first campaigns, brand systems, and patient-centric storytelling. Proven track record of guiding teams from concept to launch, elevating craft, and translating complex science into clear, compelling creative across DTC and HCP.

EXPERIENCE

GROUP ART SUPERVISOR

CultHealth | *May 2024 – Present*

- Lead creative vision and execution across multiple brands, overseeing art direction from early concept through final launch
- Manage and mentor art directors and designers, raising craft standards while maintaining speed and consistency
- Partner closely with account leadership to align creative solutions with business objectives, timelines, and client expectations
- Collaborate cross-functionally with copy, strategy, UX, and account teams to deliver integrated, insight-driven work
- Oversees digital ecosystems including websites, campaigns, social, CRM, and modular asset systems while balancing patient-first thinking with regulatory and brand goals

ART SUPERVISOR

CultHealth | *Apr 2022 – May 2024*

- Directed cross-channel campaigns for DTC and HCP brands, ensuring cohesive visual storytelling across touchpoints
- Worked in close partnership with account teams to scope projects, manage priorities, and support client presentations
- Led design systems and digital frameworks to improve scalability, consistency, and efficiency
- Contributed to concept development, internal creative reviews, and client-facing discussions

SENIOR ART DIRECTOR

CultHealth | *Jan 2021 – Apr 2022*

- Delivered high-impact digital and integrated creative across web, social, video, and experiential
- Partnered with UX and development teams to execute complex digital experiences

DIGITAL ART DIRECTOR

CultHealth | *Jan 2018 – Jan 2021*

DIGITAL JUNIOR ART DIRECTOR

CultHealth | *Apr 2017 – Dec 2017*

CORE SKILLS

Art Direction & Visual Systems • Digital-First Campaigns • Concept Development • Team Leadership & Mentorship • Brand Identity & Evolution • Patient-Centric Design • Cross-Functional & Account Collaboration

TOOLS

Figma • Adobe Creative Cloud (Photoshop, Illustrator, InDesign) • AI Tools (ChatGPT, MidJourney, Nano Banana) • Spline 3D (working knowledge)