



Sean Bobbato, BDes

Art Direction and Design Leadership

sean@seanbobbato.com

416.712.5785



Experienced Toronto based Art Director and Lead Designer with 15+ years of combined experience supporting agencies and companies. I am a creatively driven, collaborative, hands-on creative professional that has lead and supported teams on launches, campaigns, and ongoing business initiatives. Currently I am seeking an opportunity to contribute my established and ever-evolving skills to produce best in class, effective creative and user-centered design solutions that exceed expectations.

FULL-TIME

IPG Health

Senior Art Director

Sept. 2024 - Current

Creative ideation, campaigns, events, and design for health and pharmaceutical clients. Served as a supervisor for small team of art directors and studio.

CLIENTS: Pfizer, Haleon, Novartis, Sanofi, Insmad, Tolmer

Anderson DDB

Digital Design Director

Oct. 2021 - May 2023

Lead a team of six UI/UX designers and provided UX support for US offices. Oversight and creation of user-centered design for agency's digital projects.

CLIENTS: Gilead, ViiV, Novo Nordisk, Abbott, Merck

Tank/Grey

Senior Art Director

Feb. 2021 - Oct. 2021

Worked on a range of digital projects such as websites, interactive, and digital advertising campaigns. Also contributed to pitches, new business, and other concept work.

CLIENTS: Lilly, Pfizer

The Keg

Design Manager

Jun. 2019 - Oct. 2020

In-house design manager of print and digital marketing assets, supporting the marketing department and agency partners.

Supported 125+ Keg locations across North America with print collateral and digital design assets for various platforms.

CanvasRX/Aurora

Lead Design

Dec. 2016 - Oct. 2018

Design lead for 30+ locations across Canada in a start-up environment, creating:

- Patient support materials, physician outreach materials
- Clinic intake, branding and digital marketing assets.

Antibody/Dentsu

Senior Art Director

Jul. 2006 - May 2015

Design and creation of promotional materials for pharma clients including sales materials, websites, iPad sales tools, advertising, packaging, posters, and brand identity.

CLIENTS: Novo Nordisk, Astellas, Ferring, Merck, Abbott

CONTRACT

GreenShield

Senior Design

2023 - 2024

GSW/Syneos

Senior Art Director

2019

Lambda Legal

Design

2021 - 2023

Klick/Katalyst

Senior Art Director

2016

CPC Healthcare

Senior Art Director

2016 - 2021

EDUCATION

OCADU

Bachelor of Design, Advertising

2002 - 2006

BrainStation

User Interface Design

2020

Mayfield S.S

Regional Arts Program

1997 - 2002

SKILLS

ART

Campaigns
Branding
Layout
Motion Graphics

DIGITAL

UI/UX Design
Wireframes
Prototyping
HTML/CSS

LEADERSHIP

Resourcing
Mentorship
Project
Management
Review/Direction

TOOLS

ART

InDesign
Photoshop
Illustrator
After Effects

DIGITAL

Figma
XD
Sketch
Wordpress

AI

Firefly
Veo
Runway
LLMs