

SAHIL PATEL

ART DIRECTOR, AI DESIGN STRATEGIST, & EDUCATOR

sahilpatel.net / psahildesigns@gmail.com / linkedin.com/in/psahil / New Jersey, New York Metro



PROFILE

Art director, AI design strategist, and educator with **13+ years across healthcare marketing, digital product design, and design leadership**. Directed campaigns for global pharma brands, managed international creative and development teams, and now lead the BFA design program I graduated from, where I built an **AI-integrated design curriculum** defining the production workflows agencies are still adopting. Equal parts maker, mentor, and systems-builder.

EXPERIENCE

Program Coordinator, Graphic Design

2019 - PRESENT

Kean University · Robert Busch School of Design

- Promoted twice in three years, from adjunct to full-time faculty in 2021 to **directing the BFA Graphic Design program**: 150+ students, 5 full-time faculty, 20+ adjuncts under my scheduling, hiring, and contract authority.
- Created and teach **AI & Design**, node-based generative workflows at production standard, featured by **Kean University News (2025)**. I write the briefs and direct two 12-designer sections each semester through full campaign builds.
- Head of behind-the-scenes and student production coordinator on **Liberty Hall 360: Revolutionary Wedding**, the Emmy-nominated immersive film. Shot aerial videography plus the campaign photo and video used across university marketing.
- Designed the **Liberty Hall Wayfinding** AR system (maps, icons, illustrations, QR signage) and co-authored two peer-reviewed HCI International papers on the research.
- Lead senior portfolio reviews with industry and alumni panels; expanded program pathways into **motion design and UX/UI**.

Independent Design Practice

2012 - PRESENT

sahilpatel.net · Freelance Art Director & Designer

- Freelance practice spanning **branding, web design, video & motion production, photography, and social content** for clients in sports, real estate, music, and financial wealth management.

Digital Art Director

2019 - 2021

REALITYRx Communications · Healthcare & pharma marketing agency

- Led digital and print creative for **global healthcare brands: Bracco Diagnostics, Integra LifeSciences, Codman, Impax**, including **SmartInject website design** (MR, CTA, and Digital Solutions/NEXO pages), RSNA congress print ads, HCP sell sheets, video storyboards, and high-volume email marketing.
- Delivered **MLR-approved, claims-substantiated creative through Veeva Vault**, annotating clinical literature for every claim across copy and design.
- Directed and edited the **CereLink internal launch film** for Integra as a crew of one, replacing an impossible in-person shoot schedule with three days of remote interviews and script reads captured over Zoom.
- Produced and edited **video campaigns and the agency podcast**; art-directed campaign photography, including talent casting.
- Managed an **international dev team in Italy** covering scoping, front-end, and design QA, while mentoring junior designers and presenting creative to clients.

Art Director

2019 - 2020

VeloPro Baseball NJ · Branding, web design & development, marketing

UX/UI Designer, Contract

2016 - 2020

EDAX Inc. · Scientific instrumentation software

- Designed UX/UI for proprietary scientific software (EDS/EBSD) alongside engineers, translating complex lab workflows into intuitive interfaces; developed a **45-icon system** and shaped information architecture across the suite.

AWARDS

New York Emmy Nomination

Liberty Hall 360 · Nostalgia Program, 2020

Videographer's Award of Excellence

Liberty Hall 360 · Virtual Reality, 2020

MARCOM Platinum Award

Liberty Hall 360 · VR/AR/Mixed Reality, 2019

PRESS & SPEAKING

"Redefining Design Education Through AI Innovation"

Kean University News feature, 2025

"Ethical AI Workflows for Contemporary Design Education"

Speaker · Kean University AI Symposium, 2026

CAPABILITIES

Creative & art direction · brand and campaign design · **MLR review & claims substantiation** · typography & design systems · UX/UI · video production & editing · photography & shoot direction · **AI-integrated design workflows** · AR/VR storytelling · leadership & mentorship · **Claude, ChatGPT & Gemini** · GitHub · Vercel · Supabase · Jira · PyCharm · VS Code

TOOLS

Adobe Photoshop, Illustrator, InDesign, Premiere Pro & After Effects · Figma · **node-based generative AI workflows**: Magnific (Spaces), Figma Weave & Higgsfield · image, video & voice generation pipelines · Veeva Vault (MLR) · Constant Contact · CMS: WordPress, Squarespace, Wix Studio, Readymag · HTML/CSS (design-fluent)

EDUCATION

BFA, Graphic Design

Print & Screen · cum laude
Robert Busch School of Design,
Kean University, 2018

PUBLICATIONS

Two peer-reviewed papers on digital wayfinding & AR in historic environments · Proc. HCI International, 2019