

S. Bradley Askew

GROUP CREATIVE DIRECTOR / BRAND + DESIGN LEADER

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Leadership profile

Award-winning creative leader with 20+ years of experience building brands, integrated campaigns and multidisciplinary teams. Combines healthcare advertising leadership with deep expertise in identity, design systems and visual storytelling. Leads work from strategy and concept through production across film, animation, digital, social, product and experiential channels.

Core capabilities

Creative leadership	Brand strategy	Integrated campaigns	Identity systems
Healthcare advertising	Art direction	Team development	Concept development
Client leadership	Film + animation	Digital + social	Product + packaging

Professional experience

NEON / IPG Health Creative Director / New York, NY - Lead concept development, art direction and execution for integrated healthcare campaigns across film, animation, digital, social and brand experiences. - Translate complex scientific and strategic briefs into accessible, human-centered creative platforms with a strong visual point of view. - Led creative for Novavax's <i>Built Different</i>, winner of the 2025 Creative Floor Healthcare Award for Patient/Consumer Animation and a New York Festivals Health Awards finalist.	2022-PRESENT
CONCENTRIC HEALTH EXPERIENCE VP, Associate Creative Director / New York, NY - Directed integrated healthcare work from concept through launch, balancing brand strategy, scientific accuracy and visual storytelling. - Served as Creative Director, Art for ProventionBio's <i>Connected by T1D</i>, an awareness campaign encouraging earlier screening for children at risk of type 1 diabetes.	2019-2022
AREA 23 Associate Creative Director / New York, NY - Directed integrated healthcare work grounded in strong concepts, brand strategy and visual craft.	2017-2019
FCB HEALTH Freelance Branding Director / New York, NY - Developed brand identities, visual systems, infographics and guidelines that translated complex healthcare information into clear, consistent communications.	2015-2017

Professional experience / continued

NORTON POINT

2014-2016

Creative Director / Martha's Vineyard, MA

- Led creative direction, brand strategy, identity, product design, apparel, copywriting, nomenclature, trend forecasting, color strategy and infographics.
- Established a cohesive point of view across the brand and its products, translating strategy into a consumer-facing design system.

DUNN&CO.

2013-2015

Art Director / Tampa Bay, FL

- Directed identity, design-system, packaging, poster and digital assignments for consumer, civic, healthcare and sports organizations.
- Created work for clients including the ALS Association, Baxter, Monin, Tampa Bay Lightning and Tampa Bay Rowdies.

BROKENMOLD ENTERTAINMENT

2010-2014

Creative Director / Tampa, FL

- Created award-winning posters, brand identities, illustrations and visual direction for concerts, events and music festivals.
- Helped shape the visual culture of Tampa's independent music community through design, creative direction and curation.

S. BRADLEY ASKEW ART & DESIGN

2001-PRESENT

Founder & Creative Director / Brooklyn, NY

- Lead selected independent branding, identity, editorial, product and cultural commissions alongside agency roles.
- Selected clients include MTV, Nickelodeon, GSK, Urban Outfitters, Big Boi, Herman Miller/Geiger, Il Sole 24 Ore, TEDx Tampa Bay and Gasparilla Music Festival.

Earlier experience

Art Director, Creative Bureau (2006-2008) | Apparel Designer, David & Goliath (2006) | Senior Graphic Designer, Dustin Rowley Photography (2003-2005)
| Designer, Full Seven Technologies (2000-2001)

Selected recognition

Creative Floor Healthcare Awards - Winner, 2025
New York Festivals Health Awards - Finalist
Urban Outfitters Men's - Featured Artist, 2016
Faesthetic - Featured Artist, Cover Artist and Guest Curator
Juxtapoz - Featured Artist, 2008

Education

Bachelor of Fine Arts, Graphic Design
Academy of Design, Tampa, FL

Selected clients

Novavax / ProventionBio / GSK / MTV / Nickelodeon / Urban Outfitters /
Herman Miller / Geiger / Il Sole 24 Ore / ALS Association / Tampa Bay
Lightning / TEDx Tampa Bay