GEORGE A. SCHWAB

SENIOR ART DIRECTOR · CREATIVE – HANDS-ON MAKER

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01 ABOUT

Senior art director with 18+ years creating and leading brand identity, campaign, packaging, environmental, and digital work. Building concepts from scratch on a foundation of strategy, developing brand guidelines, working within them, and pushing the status quo. Managing select client accounts end to end, overseeing freelance help, production vendors, and junior designers. Now freelance, directing, writing, and developing brands independently. Healthcare experience includes physician-facing campaigns, digital health, OTC packaging, and behavioral health software.

02 EXPERIENCE

Senior Art Director — Freelance

Philadelphia, PA · May 2023 — Present

- Strategic lead, account manager, copywriter, and sole creative director and designer for EFC Gases & Advanced Materials, a specialty gas supplier.
- Repositioned the company from an old school bulk gas supplier to an innovator in advanced materials: naming, brand strategy, a logo refresh around a fixed icon, and a go-to-market campaign built with a future acquisition in mind, realized 2.5 years in at an estimated $369 million.
- Brand identity, environmental, and print/digital design for small businesses and national corporations.

Senior Designer — Finch Brands

Philadelphia, PA · Apr 2016 — Jun 2023

- Acted as creative lead on Wash Dry Fold (CSC) and Balentine Wealth Management after the Creative Director left, directing the work from concept through production.
- Mentored junior designers; managed freelancers and external vendors; served as account lead on select accounts and on the closing phase of larger engagements.
- Healthcare and life sciences: ABIM (physician-facing campaign concept and logo lockup), Ctrl M Health (brand system, packaging, collateral), Enemeez (logo and OTC packaging, three SKUs), and Qualifacts (brand and website design).
- Additional healthcare clients: DiaThrive Health (brand book, trade show booth), Sincera Reproductive Medicine (logo, website), Belmont Medical Technologies, and Vybe Urgent Care.
- Built FXI's brand system around a foam-cell pattern when the logo could not change, including the brand book, website, and environmental and wayfinding program.
- Designed to regulatory and accessibility standards, including regulated product labeling and ADA-compliant signage.

Adjunct Instructor — Temple University

Klein College, Philadelphia · Sep 2016 — May 2025

- Taught Introduction to Art Direction and Intermediate Design Tools (Advertising & PR) for nearly a decade; built curriculum around typography, layout, and campaign concepting.

Freelance Designer & Developer — Self-Employed

Brooklyn / Philadelphia · May 2008 — Mar 2016

- Designed identity systems, print collateral, and websites for agencies and independent clients; built custom WordPress themes and responsive email templates, including as a freelance senior web designer / developer for Quantum Think (2012 — 2016).

03 EDUCATION

MFA, Combined Media
Hunter College, CUNY
2013 — 2015

Post-Bacc. Cert., Fine Arts
Maryland Institute College of Art
2010 — 2011

BFA, Graphic Design, Honors
The University of the Arts
2008

04 SKILLS

Art & Creative Direction
Brand Strategy & Identity
Campaign Concepting & Copywriting
Packaging & Label Design
Environmental & ADA Wayfinding
Brand Guidelines & Design Systems
Adobe Creative Suite
Figma
HTML / CSS
AI-Assisted Ideation (Claude, ChatGPT, Midjourney)

LEADERSHIP & COLLABORATION

Mentorship & Team Leadership
Freelancer & Vendor Management
Client & Account Management

05 SELECTED CLIENTS

HEALTHCARE & LIFE SCIENCES

ABIM, Belmont Medical Technologies, Ctrl M Health, DiaThrive Health, Enemeez, Qualifacts, Sincera Reproductive Medicine, Vybe Urgent Care

OTHER

Balentine, Compas, CSC, DrayNow, EFC Gases & Advanced Materials, Forman Mills, FXI, ICP, MEG Glass, Panorama Education, Sim, TruQua