Sam Wilson

Brand & Digital Creative Leader Healthcare · Brand · Culture

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PROFESSIONAL SUMMARY

Director-level creative leader with 20+ years of experience leading brand identity, digital marketing, and UI/UX design across healthcare, entertainment, and consumer brands. Lead multi-disciplinary design teams, grow engagement at scale, and deliver award-winning work. Deep expertise in visual storytelling, design systems, and campaign strategy for high-profile clients including Nike, NBA, Target, Showtime, and New Era. Currently overseeing creative direction across a 7-hospital health system serving 48M+ annual web visitors.

SKILLS

Creative Direction | Brand Identity | UI/UX Design | Digital Marketing | Design Leadership | Campaign Strategy | Logo Design | Visual Storytelling | Art Direction | Design Systems | Email Marketing | Team Management | Print Production | Typography

EXPERIENCE

Creative Manager, Digital Marketing
2017 – Present

Mount Sinai Health System *New York, NY*

Lead creative, UI/UX design and production for a 7-hospital healthcare system and medical school, with director-level oversight of brand, web and email.

- Drive digital engagement across websites receiving over 48M visitors and 109M+ pageviews annually.
- Exceeded industry benchmarks by sending newsletters to 1.5M patients in 2026 YTD, achieving an average 54% open rate.
- Built AI-assisted workflows for photos that cut a 40-image web batch from 2 hours to 20 minutes.
- Saved $100K+ by directing photo shoots 50% under budget.
- Managed and delivered $300K+ worth branded projects.
- Led creative for the COVID-19 public-facing information website, which garnered 1.6M visitors at its peak.

Creative Director
2009 – 2017

With A Mouse Design *Brooklyn, NY*

Founded and led a boutique design studio delivering branding, advertising, and identity systems for 80+ clients across entertainment, healthcare, corporate, and small business sectors.

- Designed 150+ logos and 50+ album covers for clients including NBA, Under Armour, and the Office of the NY State Comptroller.
- Led branding strategy for Brooklyn Greens, a Brooklyn Community Foundation initiative with a $750K three-year environmental sustainability plan.
- Refreshed the Columbia Grammar & Preparatory School logo for its 250th anniversary.
- Created packaging design that delivered 87% brand recall and 74% unaided brand recall.

Senior Art Director
2008 – 2009

Project 2050 *New York, NY*

Provided creative leadership and direction for designers and freelancers across print advertising, brand campaigns, and event marketing initiatives.

- Conceived and executed a guerrilla marketing campaign for a Nike store opening using street teams and giveaways.
- Art directed a $6.1M campaign for New Era Caps centered on consumer individualism.
- Collaborated with Target and record labels to produce co-branded events for music artists.

Art Director 2006 – 2007

Showtime *New York, NY*

Coordinated with Creative Directors on print advertising, collateral marketing, and promotional materials for the cable television network.

- Delivered campaigns generating 58M net impressions with an estimated total media value of $1.5M.
- Contributed to subscription growth of 22.5% quarter-over-quarter.

Art Director 2002 – 2006

Spitkicker *New York, NY*

Developed marketing, advertising, and event creative for an online community platform founded by Grammy Award-winning hip-hop group De La Soul.

- Built brand presence for artists including Kanye West, Dave Chappelle, and Mos Def.
- Managed creative across event planning, online artist chats, a SiriusXM radio show, charitable projects, and a 150K+ subscriber newsletter.

EDUCATION

Bachelor of Fine Arts, Advertising Design
Syracuse University *Syracuse, NY*

TECHNICAL SKILLS

Adobe Creative Suite | AI-assisted prototyping | Workflow automation | Prompt design | Claude | ChatGPT | Canva | Adobe Firefly | Midjourney | Figma | Sketch | WordPress | HTML | CSS | Salesforce | Canto | Staffbase | Google Workspace | Microsoft 365 | JIRA | Asana | Trello | Slack | macOS

AWARDS & RECOGNITION

2025 Silver Award, Use of Artificial Intelligence / eHealthcare – Mount Sinai AI Website
2024 Gold Award, Website Refresh / Healthcare Advertising – Icahn School of Medicine Website
2024 Silver Award, Best Site Design / eHealthcare – Icahn School of Medicine Website
2024 Best Healthcare Online Campaign / Web Marketing Association – Patient Tools & Resources Website
2023 Silver Award, Interactive / eHealthcare – Check Symptoms & Get Care Website
2022 Platinum Award, Digital Physician Engagement / eHealthcare – Physician's Channel Website
2022 Gold Award, Microsite / Healthcare Digital Marketing – Diversity, Equity, and Inclusion Website
2022 Gold Award, COVID Response / Healthcare Digital Marketing – COVID-19 Facts & Resources Website
2022 Gold Healthcare Digital Marketing Award – HealthCast Patient Newsletter
2021 Silver Healthcare Digital Marketing Award – HealthCast Patient Newsletter
2020 Outstanding Website / Web Marketing Association – COVID-19 Response Website
2008 Silver Award, Affiliate / Cable & Telecommunications Association – The Best Shows Are on Showtime

VOLUNTEER

Advisory Board Member 2007 – 2020

Harold Hunter Foundation *New York, NY*

- Provided at-risk youth with skate clinics and mentoring alongside skateboarding industry professionals.
- Raised $50K+ annually for scholarships to summer skateboard camps.