

Sam Wilson Creative Director

Healthcare · Brand · Culture

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PROFESSIONAL SUMMARY

Creative Director with 20+ years of experience leading brand identity, digital marketing, and UI/UX design across healthcare, entertainment, and consumer brands. Proven ability to manage multi-disciplinary design teams, drive measurable engagement, and deliver award-winning work at scale. 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 UI/UX design, production, and creative direction for a 7-hospital healthcare system and medical school. Oversee brand design for digital advertising, email marketing, and social media across all system properties.

- Drive digital engagement across web properties 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.
- Led creative direction for the COVID-19 public-facing informational website, which garnered 1.6M visitors at pandemic 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 | Figma | Sketch | Canva | Adobe Firefly | Midjourney | ChatGPT | Claude | Air | 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

2021 Gold Award, Healthcare Content / eHealthcare – Physician's Channel Website

2020 Outstanding Website / Web Marketing Association – COVID-19 Response Website

2020 Merit Award, COVID-19 Response / Healthcare Digital Marketing

2008 Silver Award, Affiliate / Cable & Telecommunications Association – The Best Shows Are on Showtime

Elisa Ribatt Award for Outstanding Achievement in Advertising Design – Syracuse University

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.