

PROFESSIONAL EXPERIENCE

- **Senior Creative Director, NYC Health + Hospitals** 2014-PRESENT

Responsible for transformative communication initiatives for the nation's largest municipal healthcare system, covering 45,000 employees, 11 hospitals, 80 ambulatory centers and clinics, and 6 nursing and rehabilitation facilities, with a focus on branding, employee communications, and marketing.

Transformational Rebrand Architect and Brand Steward

As the visionary force behind the rebranding initiative at NYC Health + Hospitals, pivotal contributions include:

Comprehensive Rebranding Initiative:

- Conceptualized, designed, and executed a transformative rebranding strategy, articulating the core promise and value proposition by meticulously identifying key audiences, positioning, motivations, goals, objectives, and market needs within New York City.
- Successfully established a cohesive and unified brand architecture by elevating the central core as the umbrella entity. This involved renaming the system to create a unified and recognizable brand, visually aligning with facility nomenclature and visuals across over 60 facilities throughout the City's five boroughs and its subsidiaries.

Brand Standardization and Implementation:

- Created and developed brand standard guidelines and an electronic brand library accessible to the system's 45,000+ employees, streamlining implementation. Revised or introduced digital presences, including websites, intranet sites, digital screens, social media, and email templates, as well as new print and marketing materials.

Employee Engagement and Education:

- Identified and collaborated with brand ambassadors to educate employees on brand strategy, messaging, and visual identity. Conducted events and celebrations to successfully launch the rebrand within the organization.

External Communication and Media Outreach:

- Developed a communication plan and toolkits for informing external audiences, coordinating with media outlets for positive coverage.

Efficient In-House Implementation:

- Completed design and implementation in-house within an 8-month timeframe, resulting in an estimated cost savings of \$1.2 million when compared to similar health system rebrands.

Current Brand Leadership:

- Maintaining strong connections with key brand ambassadors to ensure consistent representation of brand values and quality standards.
- Seamlessly integrating innovation while adhering to established standards. This ensures a fresh, dynamic, yet cohesive brand image tailored for the ever-changing healthcare environment.

Transformational Leadership in External Communications.

As the Creative Director at NYC Health + Hospitals, spearheaded comprehensive marketing and advertising campaigns, strategically utilizing various channels to promote public health initiatives and enhance patient engagement. The multifaceted role encompassed:

Integrated Campaign Design:

- Created compelling marketing and advertising initiatives across diverse platforms, including social media, print, digital advertising, video testimonials, and email marketing.

- Successfully executed campaigns addressing critical areas such as patient care access, disease management, clinician recruitment, behavioral health, lifestyle medicine, pandemic and crisis communications, vaccine awareness, and LGBTQ+ outreach and care.

Patient Education Material Development:

- Developed and produced patient education materials tailored to the prevalent health concerns of the NYC patient population, focusing on morbidities such as asthma, high-blood pressure, smoking cessation, breast cancer, obesity, diabetes, and depression.

Digital Ad Campaign Expertise:

- Led the design and production of significant digital ad campaigns on prominent platforms including Facebook, Instagram, LinkedIn, YouTube, and X (formerly known as Twitter), amassing a dedicated following of 200,000+. Consistently delivered over 1,000 posts annually.

COVID Communications Excellence:

- Demonstrated agility in responding to the COVID-19 pandemic with robust social media campaigns, employing static and animation content for health updates, vaccination awareness, and safety protocols.
- Crafted print and digital ads that celebrated and commemorated healthcare heroes, including the design of exterior signage for testing sites.
- Pioneered an award-winning micro-website dedicated to NYC Health + Hospitals COVID heroes, featuring staff stories, video content, photo essays, a comprehensive timeline, and informative infographics.

Annual Reporting and Corporate Communication:

- Designed and produced the annual NYC Health + Hospitals Better report, showcasing the organization's successes, achievements, and milestones in improving care and safety for the city's diverse patient population.
- Elevated patient engagement through the design of email campaigns promoting wellness programs, services, portal access, and COVID updates.
- Contributed to the design of corporate website pages, providing vital health information, resources, and educational materials.

Strategic Architect of Internal Engagement Platforms

As the design leader in internal communications, the role involved conceptualizing, designing, and implementing innovative products to cultivate a cohesive and well-informed workforce. Notable impacts include:

Intranet Portal Leadership:

- Pioneered 'The Insider,' an intranet portal serving as the central hub for internal news and communications. Collaborated closely with IT department to create platform for disseminating company news, updates, information, training, and announcements accessible to all staff.

Web-Based Storytelling:

- Orchestrating the design and implementation of over 150 compelling web-based stories and 100+ leadership messages annually, elevating internal communications and fostered a sense of community.

Cutting-edge Employee Communication Channels:

- Conceptualized and implemented an internal digital screen platform, strategically placing messaging at all facilities for effective employee communications.
- Led the design and deployment of employee initiatives and campaigns, covering staff wellness, benefits, recognition, compliance, leadership communications, staff stories, inclusive and diversity messaging.

Streamlined Office Applications Library and Corporate Media Assets:

- Facilitated the creation and implementation of a system-wide office applications library, encompassing emails, newsletters, PowerPoint presentations, posters, flyers, and digital screens for efficient and standardized internal communications.
- Established and managed an online stock photo library, curating over 54,000 photo and video assets for consistent and visually appealing communication materials.

- **Principal, DweckDesign, Inc.** 1997-2015

Founding and cultivating a prosperous design firm tailored for both non-profit organizations and Fortune 500 companies involved the application of strategic vision, innovative leadership, and an unwavering commitment to design excellence.

Key Achievements:

- **Con Ed For Kids Launch:** Development and launch of Con Ed For Kids, Con Edison's award-winning pre-teen learning website. The immersive platform featured games, quizzes, reference materials, videos, and contests.
- **Fund-raising Event Design:** Provided print and digital design for NYC Business Improvement District fundraising events, such as Harvest in the Square, The Flavor of Midtown, and more. Also responsible City Harvest event design, which collectively raised upwards of \$5 million annually.
- **Association for a Better New York (ABNY) Rebranding:**
Led successful rebranding of the Association for a Better New York (ABNY), a nonprofit organization focused on mobilizing and activating public and private sectors for continuous growth and renewal of NYC.
- **Eyevance Pharma Brand Launch:**
Launched product line branding for Eyevance Pharma for ophthalmic care. The comprehensive campaign included logo design, advertisements, social media engagement, webcasts, and website design.
- **Web Design Projects:**
Implemented web design projects for various organizations, including the Flatiron Business Improvement District, NYC Community Board 5, and the Committee for Hispanic Children and Families, Inc.
- **Annual Reports and Collateral Design:**
Designed and produced printed and digital Annual Reports for prominent organizations, including Con Edison, City Harvest, Lincoln Square BID, Pencil, Echoing Green, Union Square Partnership, and New York Disaster Interfaith Services.
- **Ravenswood Power Station Sale Collateral:**
Created collateral for Con Edison's Ravenswood Power Station sale, one of the world's largest electric generating units. The materials, including a brochure, information packet, commemorative poster, and history timeline, played a crucial role in the successful \$597 million sale to Keyspan Energy in 1999.

- **Additional Relevant Experience**

Adjunct Professor, School of Visual Arts, Pratt Institute,

- Graphic and computer design instruction for undergraduate and continuing education students.

PORTFOLIO

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SKILLS AND COMPETENCIES

- Expertise in all major design software applications, including Adobe Creative Suite.
- Highly knowledgeable in Information Technologies relating to web and design environments specifically proficient in HTML, CSS, JavaScript web languages.
- Robust collaboration experience with designers, writers, photographers, and videographers.
- Strong knowledge and experience in print process and production

EDUCATION

Fiorello H. LaGuardia High School of the Arts, Manhattan, New York

Bachelor of Fine Arts, Pratt Institute, Brooklyn, New York