

Creative leader and hands-on designer with deep range — *building brands, leading teams, and making the work that earns a second look* in a sea of AI-generated sameness.

15+ years across in-house, agency, and scientific environments. Proven track record of transforming underperforming creative departments into fast, high-output groups. Currently focused on building the next-generation creative department around Claude, Claude Design, Nano Banana, Firefly, Runway, and Midjourney. Hermes Gold winner. Lean Six Sigma certified.

CORE COMPETENCIES

/01

Creative Direction · Brand Strategy & Governance · Art Direction · Integrated Campaign Development · Team Leadership & Mentorship · Creative Operations & Workflow · Style Guide & Design System Development · Scientific & Biotech Marketing · AI-Native Creative Workflows

CAREER HIGHLIGHTS

/02

Drug discovery subway map.

Designed a layered visual system at Charles River that sales adopted as their lead-with explainer; customers requested copies for years after launch.

Creative turnaround at CST.

Reduced project turnaround from several weeks to 1–3 days — through rebuilt team culture, Lean Six Sigma workflows, and a comprehensive template system.

AI-native creative leadership.

Built dailypractice fluency across the major generative tools and developed a working framework for the next-generation creative department.

PROFESSIONAL EXPERIENCE

/03

Branding & Marketing Consultant — AI-Native Creative Leadership

Jan 2026 – Present

Independent

- Direct brand strategy, creative concepting, and design execution for clients as an independent consultant; deliver integrated campaigns and agency-quality creative leadership drawn from 15+ years of in-house experience.
- Built daily-practice fluency across the full generative AI stack — **Claude, Claude Design, Nano Banana, Adobe Firefly, Runway, and Midjourney** — and developed reusable prompt patterns, governance frameworks, and onboarding paths for creative teams adopting these tools.
- Developing a working framework for the next-generation creative department: a tiered system that uses AI for exploration, drafting, and asset generation while reserving human craft for the moves that have to surprise people.
- Engineered an AI-augmented sales presentation workflow that produces on-brand, on-message, C-suite-ready decks in hours instead of days.

Sr. Designer / Graphic Design Manager

May 2022 – Jan 2026

Cell Signaling Technology

- Hired to reform a struggling in-house creative department; rebuilt team culture, processes, and output quality within the first year.
- **Reduced creative project turnaround from several weeks to 1–3 days** for most projects, and same-day for many.
- Directed all brand governance, including development and maintenance of the company style guide and template systems used across global product, marketing, and sales teams.
- Managed and mentored a team of designers and writers, building career growth pathways and daily workflows that increased both quality and throughput.
- Served on the MarCom leadership team; contributed to department-wide strategy, hiring, and operational reforms.
- Implemented Lean Six Sigma–informed workflow processes (certified 2023) that improved team velocity and consistency.
- Built fluency with AI tools into daily practice and team workflows ahead of widespread industry adoption.

Manager, Creative Services

Feb 2013 – May 2022

Charles River Laboratories

- Led the in-house creative team for nearly a decade, directing designers, writers, and audio/video editors across integrated campaigns for a global life sciences brand.
- Served as lead designer and creative director on a broad range of print and digital projects, from brand campaigns to custom web interactives.
- Managed incoming project triage, stakeholder relationships, and brand and content standards compliance at scale.
- Partnered with email and web teams to develop scalable templates and custom interactive content.
- Won the President's Award (2016) and Hermes Creative Awards Gold (2019) for creative excellence.

Graphic Designer

Apr 2012 – Jan 2013

Kards Unlimited

- Owned the store's brand end-to-end: promotions, product design, in-store signage, and social media presence.

Conceptual Designer

Oct 2010 – Apr 2012

Distinct Advertising

- Concepted and designed across print and digital channels for a diverse agency client roster; contributed to motion graphics and

SKILLS, EDUCATION & RECOGNITION

/04

SKILLS & TOOLS

Design: Adobe Photoshop, Illustrator, InDesign · Figma**Motion / Video / Audio:** Adobe After Effects, Premiere, Animate, Audition · Apple Logic Pro**3D & Illustration:** Blender · scientific illustration · science-inspired original art**Photo & Video Direction:** Original shoots, including scientific and laboratory environments**Web Development:** HTML, CSS, JavaScript (TypeScript, jQuery, D3), PHP**AI & Generative:** Claude, Claude Design, ChatGPT, Gemini / Gems, Adobe Firefly, Nano Banana, Runway, Midjourney**Content & Workflow:** Hubspot, Pardot, Widen, Bynder, Workfront (admin)**Process:** Lean Six Sigma certified (2023), Agile-trained

EDUCATION

B.A., Studio Art

Bard College, 2007

Digital Diploma, Graphic Design

Art Institute of Pittsburgh, 2010

AWARDS & RECOGNITION

- Hermes Creative Awards Gold Winner, 2019
- President's Award, Charles River Laboratories, 2016
- Lean Six Sigma Certified, 2023
- Marblehead School Committee — elected 2025; Chair of Communications and Facilities Subcommittees

A note from a *former colleague.*

From David DeSmith — Creative Director and hiring manager at Cell Signaling Technology, with 35+ years in creative leadership.

To Whom It May Concern,

I've been a creative director for almost 35 years, working in some of America's most vibrant advertising markets and for some of its most recognized companies and agencies. I've seen a lot of creative talent in that time, and have hired more than 100 designers and copywriters over the course of my career. Many of them have subsequently asked me to write letters of recommendation, and I'm usually happy to do so. In the case of Henry Gwazda, with whom I recently worked at Cell Signaling Technology, I take particular pleasure in sharing my thoughts on the things that make Henry such a uniquely valuable and talented employee.

I was very impressed with Henry's experience and accomplishments at Charles River Laboratories and felt very lucky to have had the opportunity to hire him. In the time he worked for CST, his value to the organization (and to me as his manager) not only never flagged — it never stopped expanding.

First, Henry's design capabilities rank him in the top 5% of all designers I've ever worked with. His keen eye, attention to detail, and dedication to developing truly creative solutions for marcom assignments shined through in every project he worked on. His understanding of what constitutes compelling marketing — design, concept, clarity, psychology — is highly impressive. His standards are incredibly high.

Henry also has a deep understanding of the importance of process and organization. Where good processes didn't exist at CST, he invented them and put them into place. His creation of dozens of design templates aimed at streamlining our content development process was just one example. His creation of a comprehensive brand style guide for our global organization was another. Henry made the whole team better, and helped it work faster.

Henry's leadership skills were always in evidence. He onboarded and directed the work of a younger designer during his time at CST, and it was wonderful to see that person grow so much in her role, thanks in large part to the support and clear direction she received from Henry. He similarly helped a young copywriter with her skills development when she joined the company, even though it was not a requirement for his role. He served as a de facto creative director in every way even though he hadn't yet been given that title.

But it's not just creative team members who appreciated Henry and the way he approaches his work. Henry went out of his way to work collaboratively with everyone. Marketing managers, product marketing specialists, the sales team, regional marketers, and even members of our scientific research team — he took pride in helping to facilitate their work right along with his. He's service-minded, looks to create consensus, and on more than a few occasions took on the role of peacemaker when discussions looked like they might become contentious. He's as level-headed as he is creatively talented, and in my experience, that's a rare combination.

I could go on, but you'll have to learn the rest for yourself. If you're fortunate enough to get to interview Henry, I know you'll see him exhibit all of the qualities I've mentioned. And others. I simply cannot recommend him highly enough.

Kind Regards,

David DeSmith

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