

STEVEN RAMONDT

Creative Director

Healthcare, life sciences
and complex communication

London, UK

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Capabilities

Creative direction · Complex scientific storytelling · Creative operations and governance · Briefing and review standards · Team mentoring and capability development · Responsible AI for creative work · Healthcare and life-science communications · Patient and HCP engagement · Brand positioning and messaging · Campaign and content strategy

Therapy areas

Oncology · Haematology · Respiratory · Neurology · Cardiovascular disease · Medtech · Orthodontics · HCP & Patient-support programmes

Education

University of Oxford

Artificial Intelligence Programme

Art Institute of Philadelphia

Digital Interaction & Animation

Connecticut College

BA Art History, Fine Art & Design

Recognition

The Globals · PM Society · Webby · Muse · Interactive Media · Philadelphia ADDYs · 48 Hour Film Project

References provided on request

Profile

Senior creative leader with 20+ years' experience in design and creative leadership, seventeen of them in healthcare and life sciences since 2009. I help teams make complex ideas clear, useful and human. My work covers creative direction, brand and content strategy, patient and HCP communications, and the briefs, standards and review processes behind them. Recent work has included strengthening creative capability during organisational change, translating AI and RNA science for an early-stage health-tech company, and exploring how generative AI can support creative work without weakening judgement, craft or trust.

Experience

Mednet Health | Senior Design Director, Contract

In practice the most senior creative role on the account

Oct 2025-present

- Brought in to lead creative for Mednet's first global account, a Johnson & Johnson bladder cancer treatment launch, overseeing the creative development of 15+ patient education, patient support and HCP materials across print, digital, hybrid and video.
- Joined the creative leadership team to work with twelve designers and writers, providing additional creative oversight across five J&J haematology brands in the UK and EMEA, plus a UK oncology account.
- Helped restructure the team into an account-driven pod structure and recommended an updated Creative Lead SOP, evolving briefing practices around a new positioning platform I was integral in developing and launching.
- Separately, led a non-profit campaign development project for the charity Leukaemia UK, and supported the agency's new-business and pitch efforts by applying the newly developed positioning.
- Recommended an approach for using AI responsibly within Mednet's creative process, balancing efficiency with judgement and craft.

MultiplAI Health | Marketing, Communications & Creative

Apr 2023-Oct 2024

- Joined the AI health-tech start-up as an early team member, working closely with its founders on creative and communications.
- Built the brand and helped explain its work in AI, RNA sequencing and cardiovascular disease detection, working with scientific experts to make complex ideas accurate and understandable.
- Developed investor presentations, white-paper and scientific communications, website and social content, and represented the company at UK healthcare and life-science events. Supported later positioning and identity work, including merger discussions.

Mednet Health | Creative Director

Jan 2022-May 2023

Led multi-channel healthcare creative across brand, campaigns, congress, digital content and new business. Provided creative oversight across Johnson & Johnson accounts in haematology, oncology and medtech, including Mentor breast implants.

Creative consultancy | Creative Director / Lead Creative

Primary between full-time roles

May 2016-Oct 2025

Senior creative direction and hands-on support for agencies, medtech start-ups and direct clients. Selected clients include MultiplAI Health, AstraZeneca, Roche, Pfizer, Boehringer Ingelheim, Apellis Pharmaceuticals, Kyowa Kirin, UBC and Align Technology, alongside work for IBM and the Baltic Exchange. Projects span brand and messaging, campaigns, digital experiences, presentations, film, animation and sound.

W2O (now Real Chemistry) | Creative Director, London

Sep 2014-May 2016

Led EMEA healthcare creative, pitches and global brand launches for AstraZeneca, Bayer and Medtronic. Later returned for a Symbicort pitch, leading concept teams and backing the unbranded campaign idea that won the business and progressed into testing, production and a multi-market launch.

Digitas Health London | Creative Lead

Jul 2011-Sep 2014

Led integrated healthcare creative for the London office across digital and broader campaign work. With no London-based Creative Director, worked as the ECD's right hand, leading and mentoring the creative team day to day. Clients included AstraZeneca, GSK, Pfizer, Janssen, Medtronic and Sanofi.

Digitas Health HQ | Senior Art Director

Mar 2009-Jul 2011

Managed and mentored four designers in developing concept and design of full scope digital launches for Novo Nordisk and AstraZeneca.

Earlier experience:

- **Night Kitchen**, Philadelphia | Art Director (3 years)
Boutique agency for non-profit, museum and education clients
- **Pegasus Communications**, Philadelphia | Head of Creative (5 years)
Satellite television and communications provider; led brand and creative as the company scaled to 12 stations and a national satellite internet service
- **Wilmington College** | Instructor/Advisor (1.5 years)
Taught interactive design, interface design and animation