



VISUAL EXPERIENCE DESIGN PORTFOLIO

Product, UI/UX, Interaction, Branding and Visual Design

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HUNTSWORTH HEALTH EQUITY BRANDING

CATEGORY>
Branding

DELIVERABLE>
Conceptual Logo design and Color boards

CLIENT>>
Hunstworth Health

PRODUCT>>
Equity in Healthcare

OBJECTIVE>>>
The Creative Challenge- Using the insights captured, and the agreed narrative, the ask is to develop a creative expression that both Huntsworth and partner agencies can use for relevant initiatives and activations. The creative expression should include:
A. A name that feels relevant to our goal of “Promoting Health Equity”. **B.** A visual identity **C.** Out tagline “Promoting Health Equity”

SOLUTION>>>
The simple name, memorable identity look and feel that connects and amplify the communications around the social purposes.

ROLE>>>> Brand Designer -Logo design, color palettes, tactical execution, slide designs for presentation.

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HUNTSWORTH HEALTH HEXAGON

+

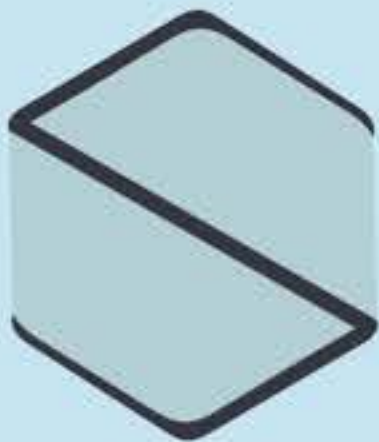
S

LETTER S FOR SHOUT



shout

AMPLIFYING HEALTH EQUITY



shout

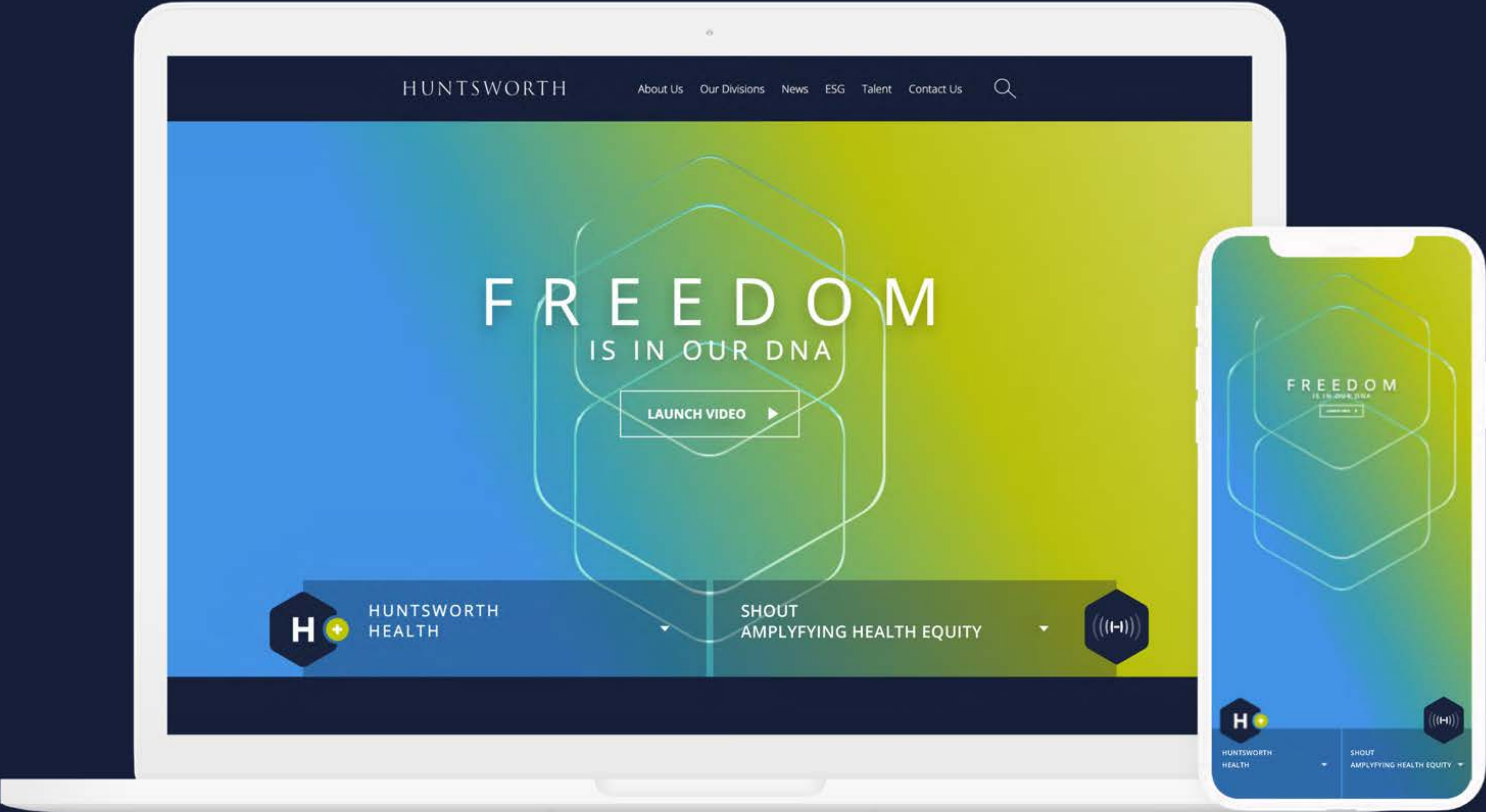
AMPLIFYING HEALTH EQUITY



shout

AMPLIFYING HEALTH EQUITY











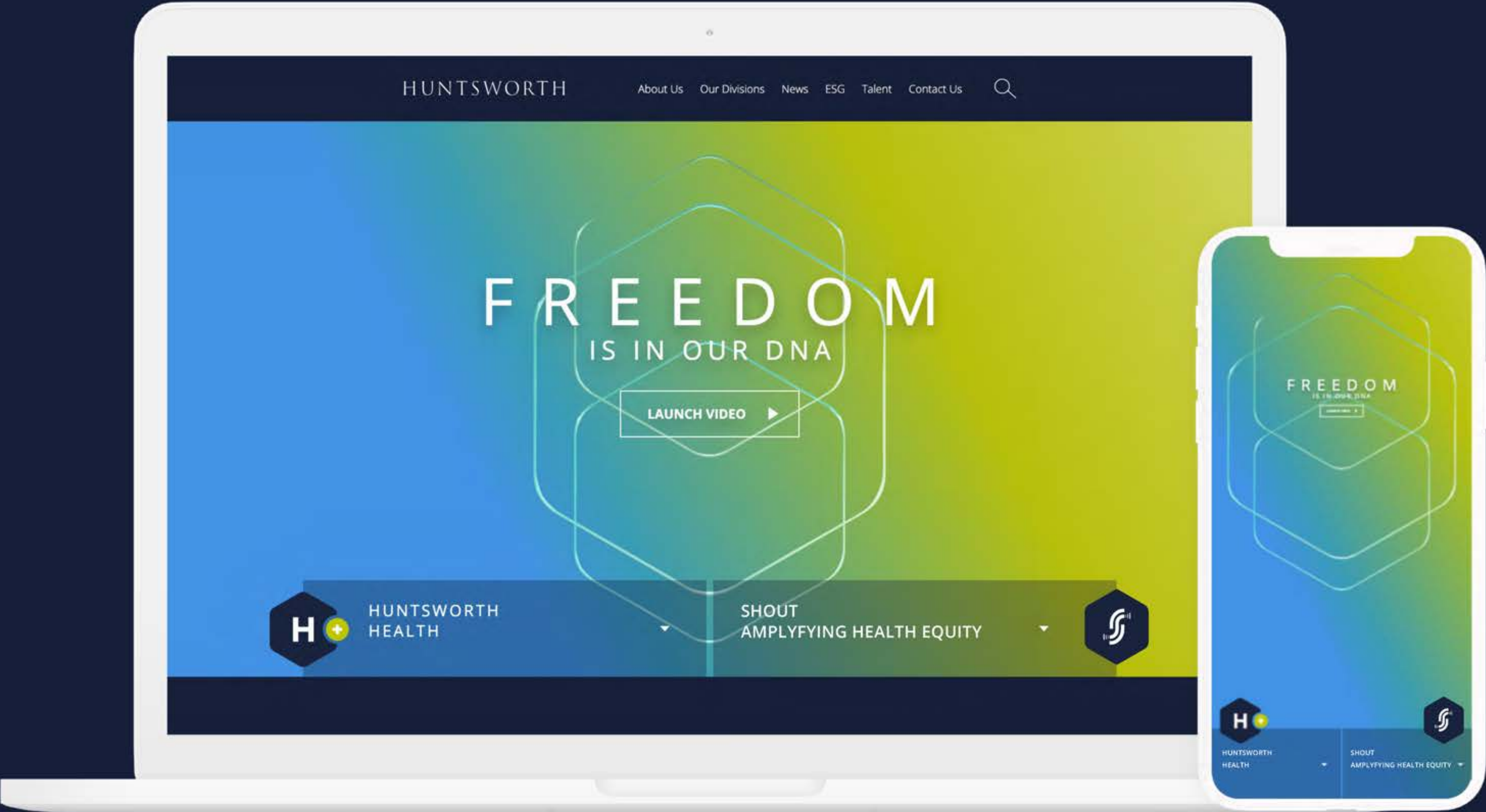
SHOUT

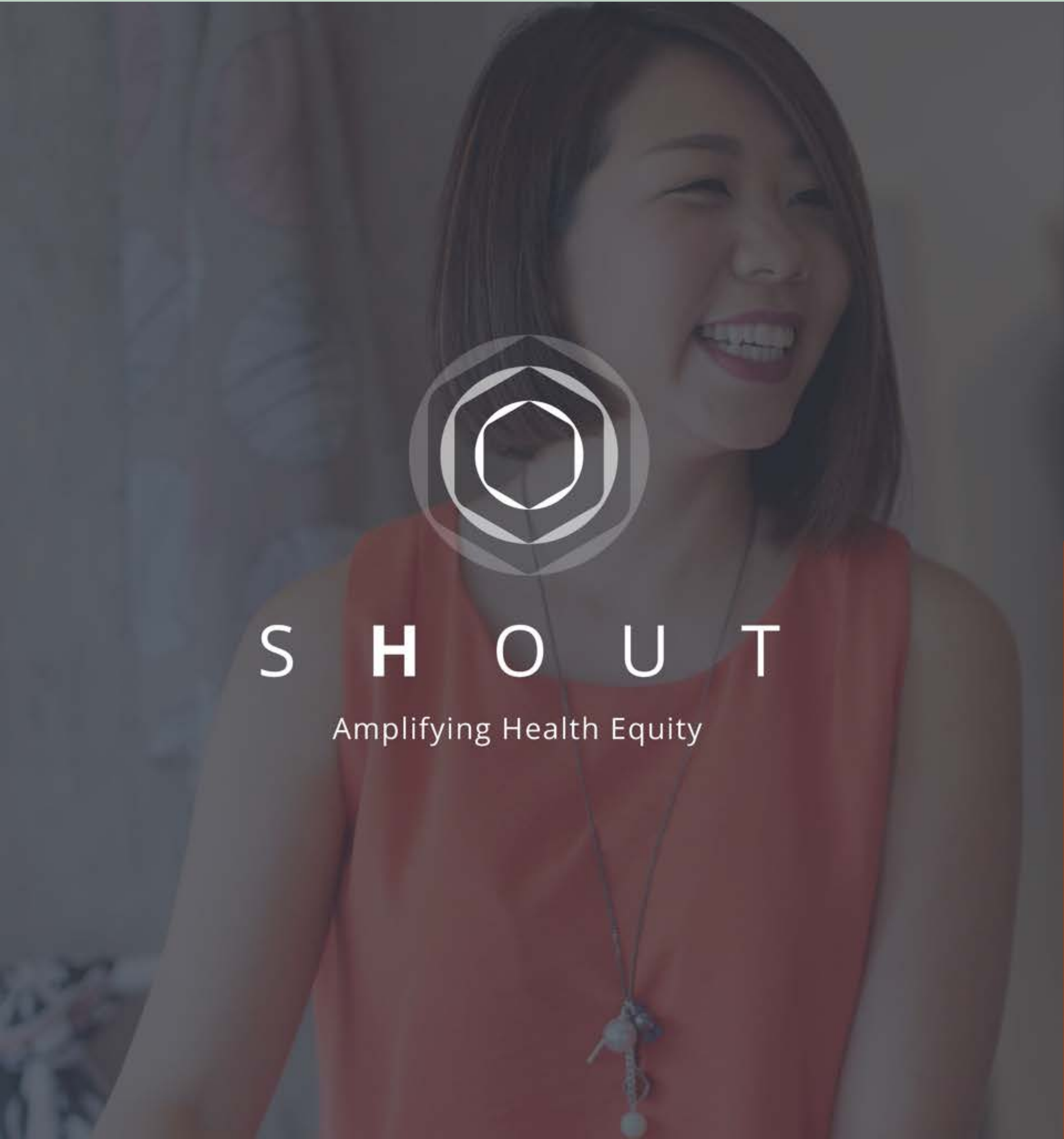
AMPLIFYING HEALTH EQUITY

Health inequity stirs many emotions, yet those trapped in that reality all too often lack the voice to share their experience with the world. However, at Huntsworth, communication is our strength. This is the tool we use to give a voice to the voiceless – and amplify the need for change.

GET STARTED

POWERED BY HUNTSWORTH HEALTH





SHOUT
Amplifying Health Equity



HUNTSWORTH HEALTH

+



GLOBAL NETWORK

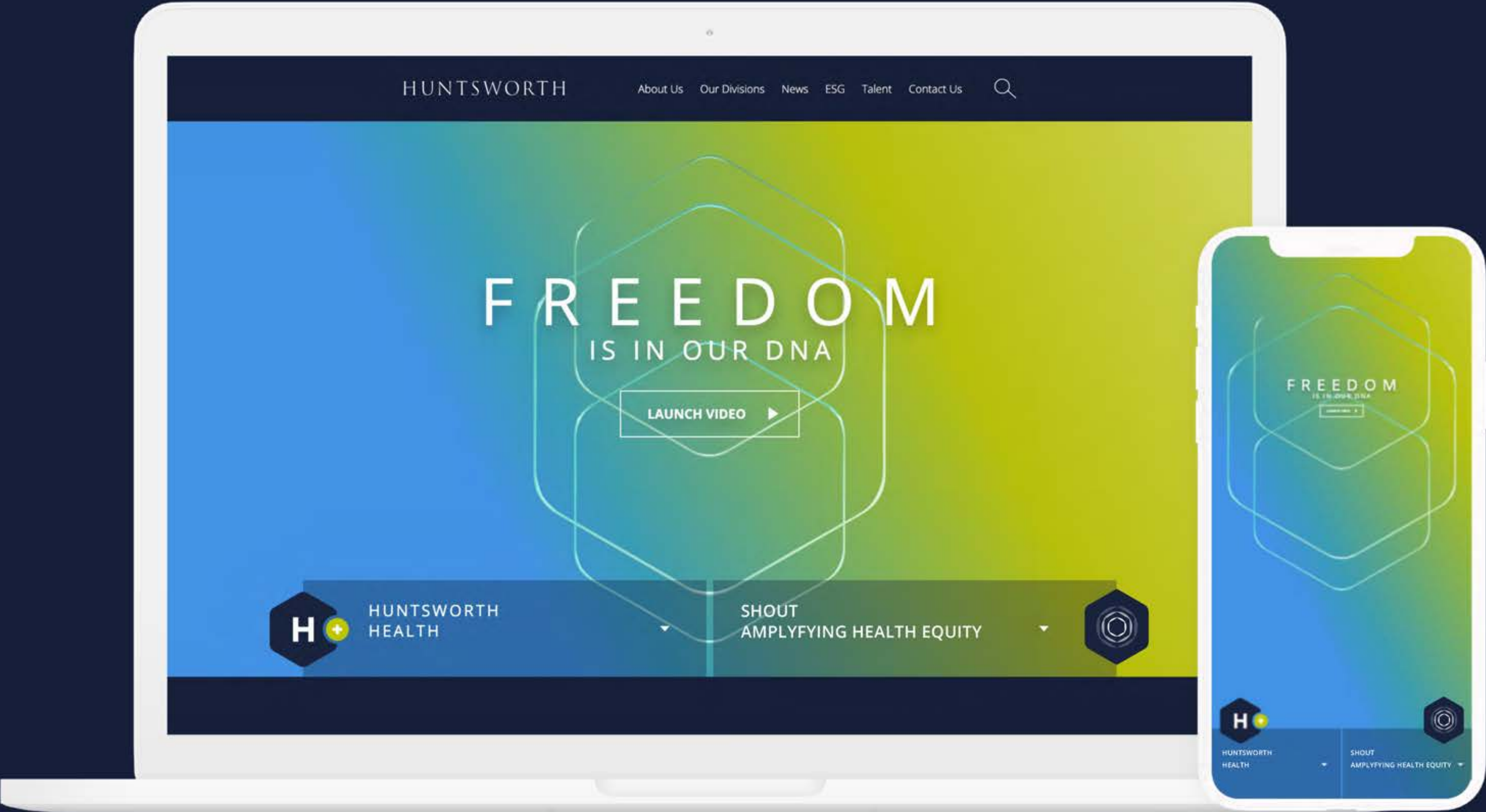


SHOUT
Amplifying Health Equity



SHOUT
Amplifying Health Equity







WELL BEINGS

well-being for all beings



LETTER W FOR WELL



LETTER B FOR BEING



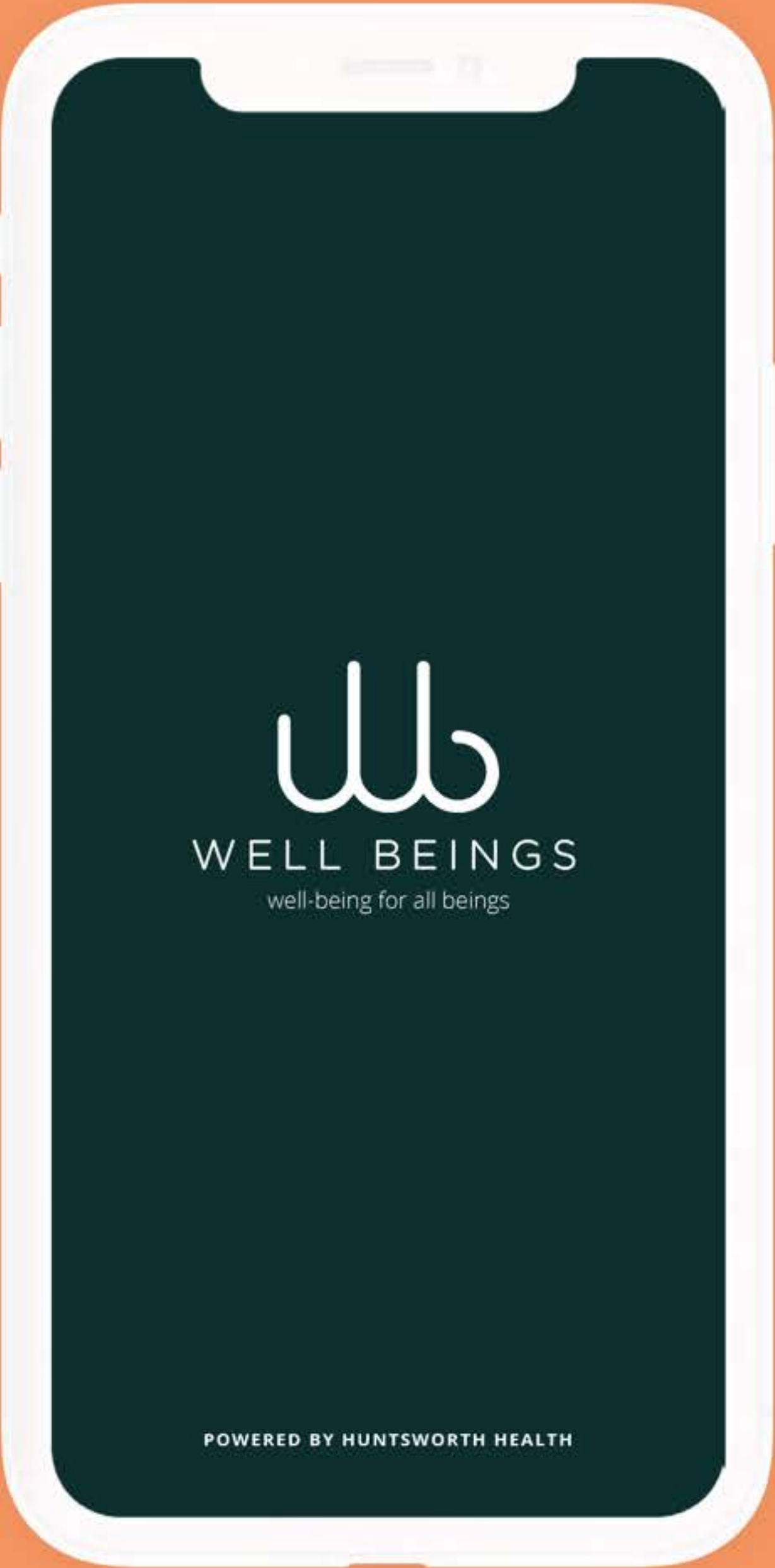
WELL BEINGS

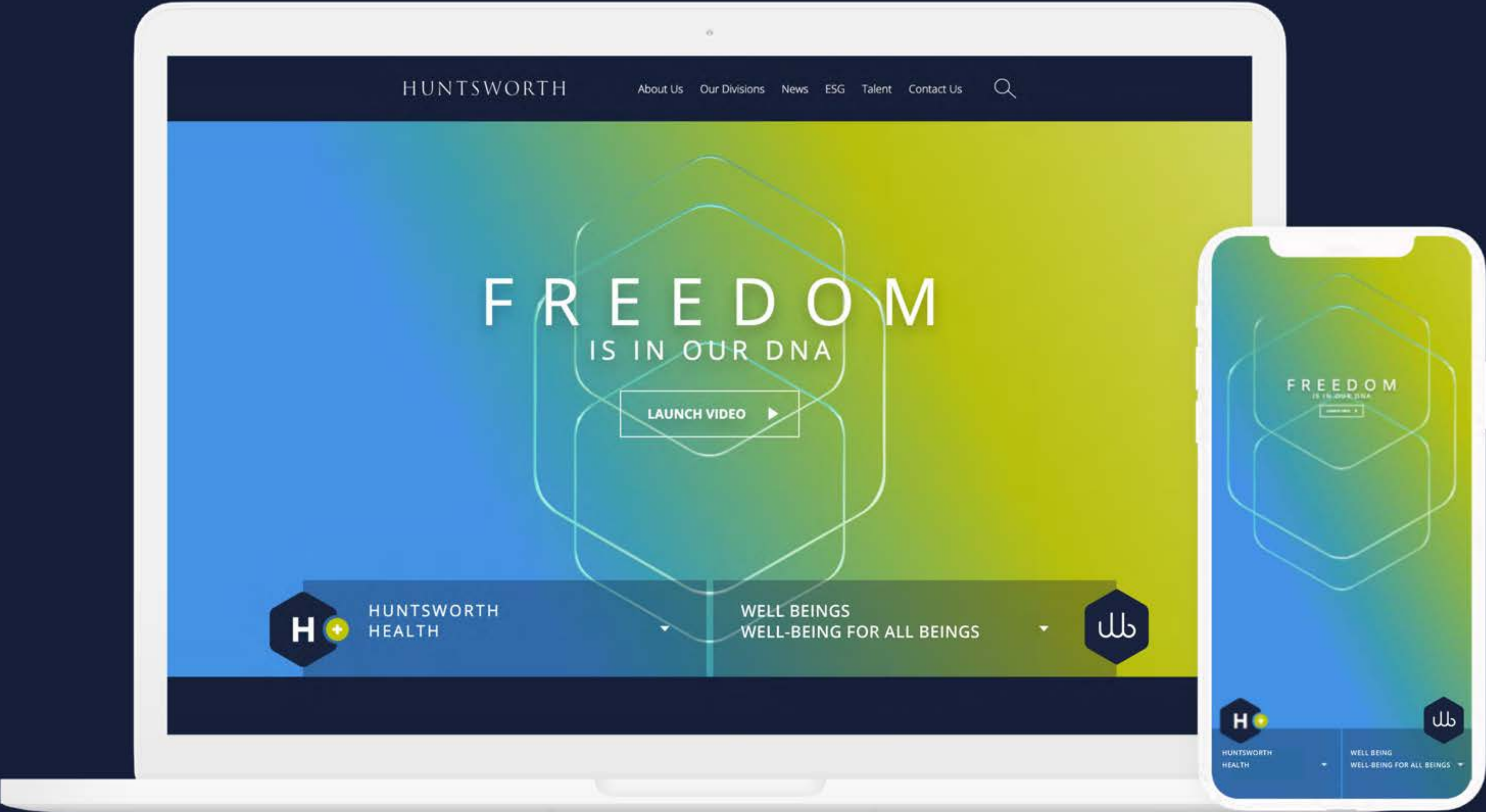
well-being for all beings



WELL BEINGS

well-being for all beings








well beings
WELL-BEING FOR ALL BEINGS



 HUNTSWORTH HEALTH + LETTER H FOR HEALTH

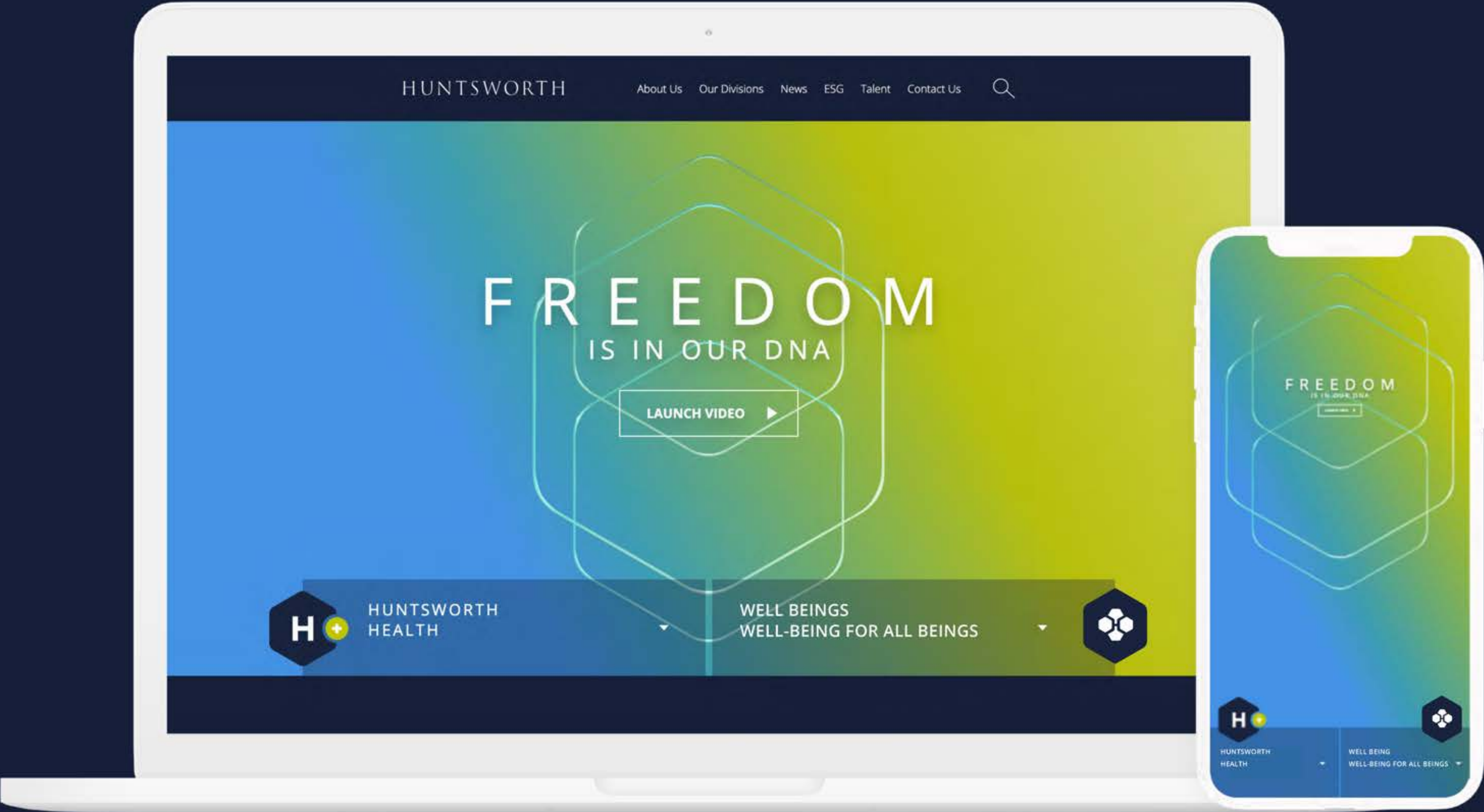



well beings
WELL-BEING FOR ALL BEINGS




well beings
WELL-BEING FOR ALL BEINGS








**OUR
WORTH**
PROMOTING GLOBAL
HEALTH EQUITY



 HUNTSWORTH HEALTH HEXAGON + BUTTERFLY WINGS FOR FREEDOM




**OUR
WORTH**
PROMOTING GLOBAL
HEALTH EQUITY




**OUR
WORTH**
PROMOTING GLOBAL
HEALTH EQUITY




EQUITY WORKS
let's make health happen




E W
LINES FROM LETTER E FOR EQUITY + LINES FROM LETTER W FOR WORKS




EQUITY WORKS
let's make health happen




EQUITY WORKS
let's make health happen





HUNTSWORTH HEALTH

+



LETTER E FOR EQUITY

+



LETTER W FOR WORKS



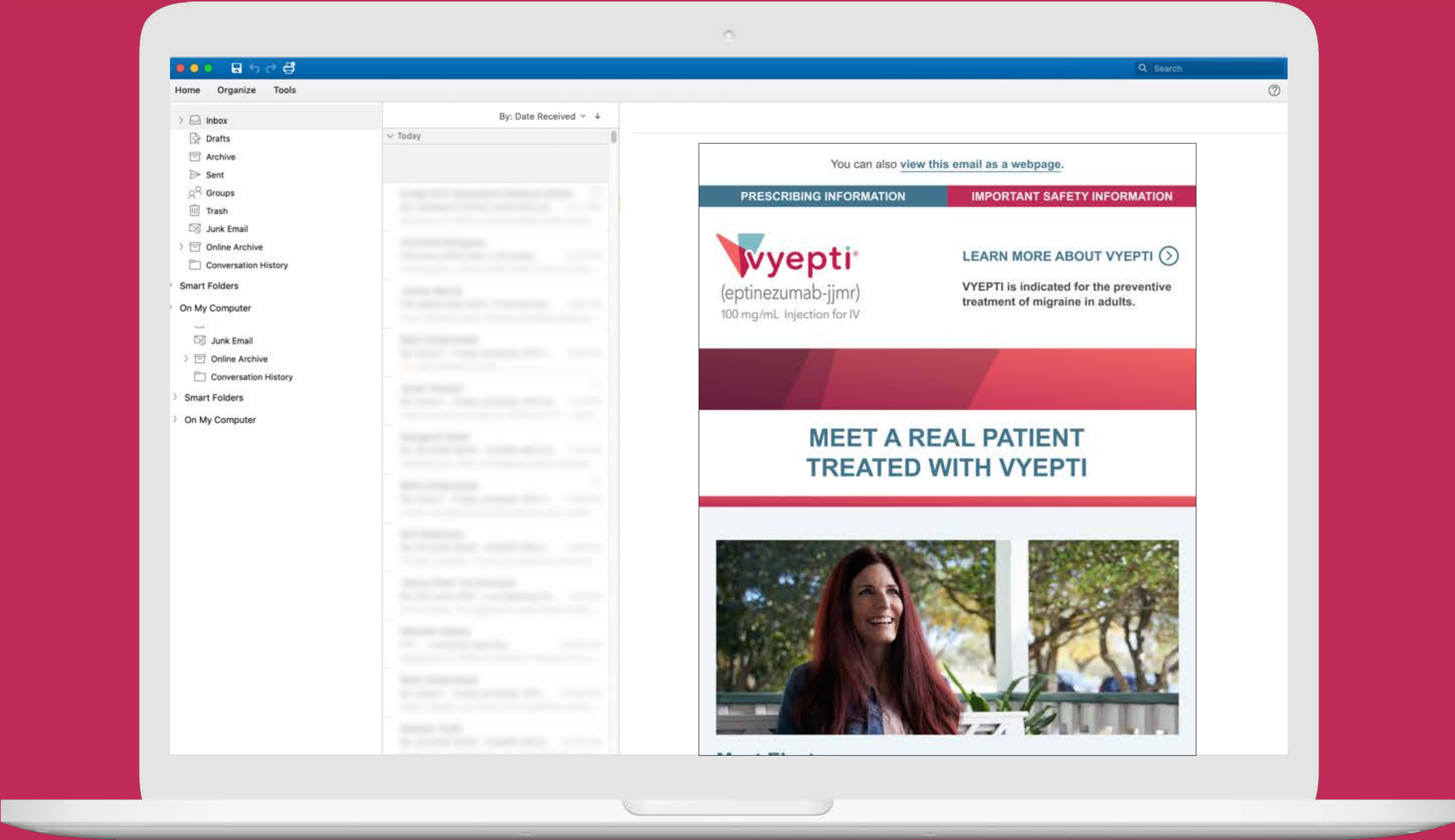
equity works
Let's make health happen

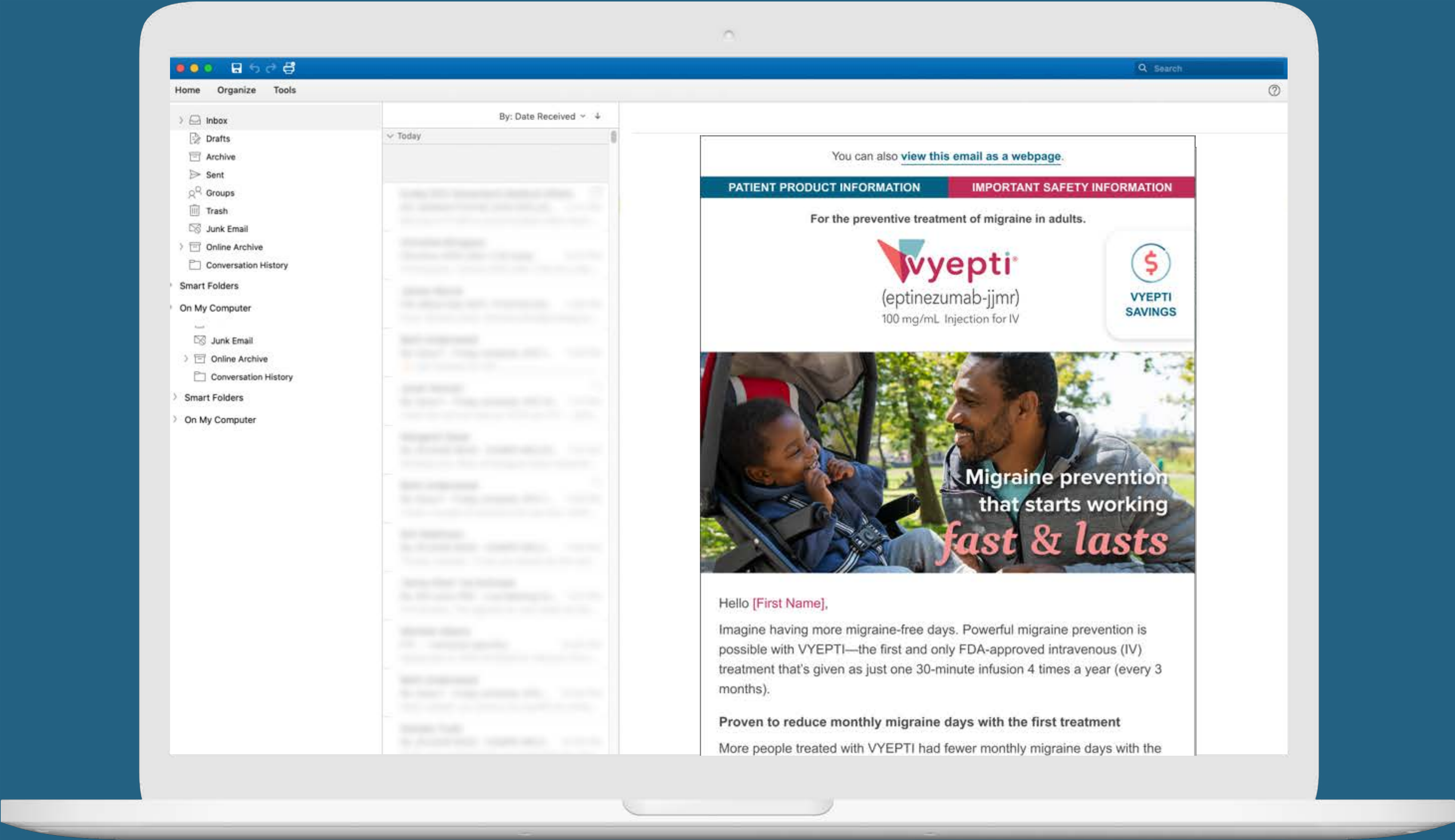


equity works
Let's make health happen



VYEPTI® EMAIL DESIGN SYSTEM & BANNER ADS	01
CATEGORY> User Interface and User Experience Design	>>02
DELIVERABLE> Design system for Email and Banner Ads drivers	03
CLIENT>> Lundbeck Pharmaceuticals	04
PRODUCT>> Vyepti® > HCP - www.vyeptihcp.com PATIENT DTC - www.vyepti.com	05
OBJECTIVE>>> Vyepti is a migraine preventive IV treatment VYEPTI is a prescription medicine used for the preventive treatment of migraine in adults. And client requested for a robust communication drivers for the patients to be drawn to the website for learning more about the product and to sign up through a Direct To Consumer stream and a vast Health care provider information stream.	06
SOLUTION>>> A robust banners and email design system with modular cards approach for both HCP and Patient side of the messaging and segmentation.	07
ROLE>>>> Concept design, Creating digital assets, Art collaboration, Technical layout, Handoff, Quality control.	08





Layout

EMAIL SPECS

Date edited: June 2020

Layout rules:

Fixed width – 600px

Safe area – 558px

Margin left and right – 21px

Padding rules – Increments of 8

Email border- 1px #484848

Font-family: Arial

PADDING RULES

PADDING RULES

Content	Desktop & Mobile Top / bottom of content cards: 40px CTA button padding-top: 40px CTA text link padding-top: 24px
Typography	Global H1 padding-bottom: 16px, 24px H2 padding-bottom: 8px, 16px, 24px, 40px H3 padding-bottom: 8px, 16px, 24px, 40px H4 padding-bottom: 8px, 16px, 24px, 40px H5 padding-bottom: 8px, 16px, 24px, 40px Body padding-bottom: 16px CTA Buttons 40px Top and Bottom Padding Bulet points 8px top and bottom padding, 8px padding indent from the left Sub-bullet points 8px top and bottom padding, 16px padding indent from the left
Notes	Rule If elements with bottom padding rules conflict with elements with top padding rules, allow top-padding to override. Example: H2 (padding-bottom: 16px) followed by CTA button (padding-top: 40px) will result in 40px padding below H2 / above CTA button.

COLORS

COLORS

Primary Brand	 Red #C0392B	 Teal #47748D	 Steel #7FBCD9
	 Coral #FF7F50	 Powder Blue #B0E0E6	
Black, Grays, & White	 Primary Gray #444444	 Secondary Gray #AAAAAA	 Tertiary Gray #DEDEDE
	 White #FFFFFF		
Additional Color(s)	 Color Name HEX		
Drop Shadow	 Primary Drop Shadow #000000 Opacity: 50% X: 3 Y: 4 Blur: 15 Spread: 0	 Tile Drop Shadow #000000 Opacity: 50% X: 0 Y: 3 Blur: 23 Spread: 0	
Overlay	 Primary Overlay #444444 Opacity: 50%	 Jumplink Bar on scroll #47748D Opacity: 50%	

CURSOR RULES, BUTTONS & TEXT LINKS

BUTTONS

Primary CTA Button	HCP Default Global Background: #C0392B Text: #FFFFFF	Patient Default Global Background: #47748D Border + Text: #FFFFFF
		
Secondary CTA Button	HCP & Patient default Global Background: #FFFFFF Border + Text: #47748D	
		

CLICKABLE TEXT

Tertiary CTA Text Link	Default Global #47748D
Hyperlinks	16px Default Global #47748D Prescribing Information

TYPOGRAPHY

FONT FAMILY

Font	Arial Arial is the primary font used throughout the emails
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TYPE HIERARCHY

Fixed width Emails Desktop & Mobile Device Format Tag Font Family Font Weight Line Height	DESKTOP & MOBILE / H1 FONT-FAMILY: ARIAL FONT-SIZE: 30PX FONT-WEIGHT: BOLD LINE-HEIGHT: 36PX
	Desktop & Mobile / H2 font-family: Arial font-size: 24px font-weight: bold line-height: 30px
	Desktop & Mobile / H3 font-family: Arial font-size: 22px font-weight: bold line-height: 26px
	Desktop & Mobile / H4 font-family: Arial font-size: 18px font-weight: bold line-height: 24px
	Global / Body font-family: Arial font-size: 16px font-weight: Regular line-height: 24px
	GLOBAL/CTA FONT-FAMILY: ARIAL FONT-SIZE: 16PX FONT-WEIGHT: BOLD LINE-HEIGHT: 24PX
	Hyperlink FONT-FAMILY: ARIAL FONT-SIZE: 16PX FONT-WEIGHT: BOLD LINE-HEIGHT: 24PX
	Pre Header / Hyperlink font-family: Arial font-size: 14px font-weight: bold line-height: 18px
	Microcopy / Hyperlink font-family: Arial font-size: 14px font-weight: bold line-height: 18px



VIELA BIO INC - UPLIZNA® PRODUCT PACKAGING	01
CATEGORY>	02
Product Launch Packaging Design	>>03
DELIVERABLE>	04
Box Design and Vial label and renders	05
CLIENT>>	06
Viela Bio Inc (Recently acquired by Horizon Therapeutics)	07
PRODUCT>>	08
Uplizna®	09
OBJECTIVE>>>	10
Viela Bio announced the FDA approval of Uplizna (inebilizumab-cdon) for the treatment of adult patients with neuromyelitis optica spectrum disorder (NMOSD). The monotherapy drug is the first and only B cell-depleting antibody approved for the disease. Uplizna is indicated for those who are anti-AQP4 antibody positive as a twice-a-year maintenance regimen following initial doses.	11
SOLUTION>>>	12
A product launch packaging for press release for promoting the brand new approved medicine.	13
ROLE>>>> Brand and Graphic Designer - Product packaging art work with high res renders and exports.	14





ABBOTT LABORATORIES

CATEGORY>

Presentation Deck Design

DELIVERABLE>

Powerpoint Design TMTI Customer Story Deck

CLIENT>>

Abbott Laboratories

PRODUCT>>>

Structural Heart - Amplatzer™ Talisman™, Epic™ Mitral Valve, MitraClip™

OBJECTIVE>>>>

Abbott TMTI is unwavering in our pursuit to address the complexities of mitral and tricuspid disease with solutions that deliver unparalleled outcomes and transform lives for the better. Continue to build on their legacy of real world research that drives the standard for optimal patient care, so that every patient can recover faster, feel better, and reclaim their lives

SOLUTION>>>>

Customer journey with product information story deck design with following Abbott’s brand guidelines

ROLE>>>> Presentation Designer - Slide Deck Design, Graphic design, Iconography Design, Photo editing

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STRUCTURAL HEART

ABBOTT TRANSCATHETER MITRAL AND TRICUSPID SOLUTIONS

THE CONSTANT PURSUIT TO BETTER—
FOR EVERY PATIENT

THE MITRAL AND TRICUSPID VALVE ANATOMY IS **COMPLEX** **AND CHALLENGING TO NAVIGATE**



Widespread undertreatment due to anatomic and procedural complexity



High prevalence with limited effective options



Incidence is likely to grow as the population ages¹

1. World Health Organization. Global health and aging. [Nia.nih.gov/sites/default/files/2017-06/global_health_aging.pdf](https://www.nia.nih.gov/sites/default/files/2017-06/global_health_aging.pdf). Accessed 22 January 2019.

2. World Health Organization. Cardiovascular diseases (CVDs). 17 May 2017. [who.int/news-room/fact-sheets/detail/cardiovascular-diseases-cvds](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-cvds). Accessed 7 January 2019.

MITRACLIP™ TMVr— THE STANDARD OF CARE IN TRANSCATHETER EDGE-TO-EDGE REPAIR



MitraClip G4

The **most studied**
TMVr device¹

Over **100,000 patients**
treated worldwide¹

Proven to deliver the
highest MR reduction for
TMVr reported to date¹

Durable outcomes
to **5 years**

Reference:

1. Data on file, Abbott Cardiovascular; 2021.

Information contained herein for **DISTRIBUTION outside of the U.S. ONLY**.
Always check the regulatory status for the device in your region.

TRICLIP™ TTVr—ENGINEERED EXCLUSIVELY FOR THE CHALLENGES OF THE RIGHT HEART



TriClip G4

Unmatched stability
for **precise, reproducible delivery**
in the tricuspid anatomy

**Significant, sustained TR
reduction** symptomatic
improvements^{1,2}

93% survival at 1 year in a
fragile patient population^{1,2}

Easily tailored to
anatomical variability

References:

1. Sitges M, Sorajja P, Hausleiter J, et al. Percutaneous edge-to-edge repair for tricuspid regurgitation: 2-year outcomes from the TRILUMINATE trial. Presented at euroPCR 2021.

2. Lurz P, et al. Transcatheter edge-to-edge repair for treatment of tricuspid regurgitation. J Am Coll Cardiol. 2021;77:229-239.

Information contained herein for **DISTRIBUTION outside of the U.S. ONLY**.
Always check the regulatory status for the device in your region.

TENDYNE™ TMVR— EXCELLENT OUTCOMES FROM A PROVEN PROCEDURE



Complete MR elimination in
99% of patients
at 30 days—93% at 2 years¹

**Significant quality-of-life
improvements** and
excellent safety profile¹

**96% technical
success rate¹**

Allows intraprocedural
repositioning and
full retrievability

Reference:

1. Muller D, et al. Two-Year Outcomes of Tendyne Transcatheter Mitral Valve Implantation to Treat Symptomatic, Severe Mitral Regurgitation. Presented at PCR E-Course, June, 2020.

The diagram features a blue header with the ALT logo. Below it, three circular icons are arranged horizontally, each representing a pillar of the organization. The first icon shows a gear with a DNA helix inside, labeled 'Robust, therapy-changing research'. The second icon shows a lightbulb with a gear inside, labeled 'Continuous, life-changing innovation'. The third icon shows a gear with a person inside, labeled 'Unmatched expertise and support'. The background is a gradient of blue and purple with a subtle wave pattern at the bottom.

**MITRACLIP™ TMVr— THE STANDARD OF CARE IN
TRANSCATHETER EDGE-TO-EDGE REPAIR**

The most studied
TMVr device¹

Over 100,000 patients
treated worldwide²

Proven to deliver the
highest MR reduction for
TMVr reported to date¹

Durable outcomes
to **5 years**

MitraClip G4

Reference
1. Abbott Cardiovascular. (2015).
www.mitralclip.com

Information contained herein for **EDUCATIONAL PURPOSES ONLY**.
Always check the regulatory status for the device in your region.

MAT-2110356 V5.0.1 X



**FROM THE STANDARD OF CARE
TO THE STANDARD OF SUPPORT**

Unparalleled training and support
in patient screening, imaging, and
procedural excellence

Program building and continuing
education opportunities

Technology integration that extends
access to support

Outreach and education for the
broader community

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The Abbott logo, featuring a stylized white 'A' symbol above the word 'Abbott' in a white sans-serif font, centered on a dark blue background with a subtle wave pattern.



EVOKE NYC AND EVOKE GIANT

CATEGORY>
Visual, Branding, User Interface Design

DELIVERABLE>
Branding Visual System, Social Media

CLIENT>>
Evoke NYC and Evoke Giant

SERIES>>>
Envision Evoke

OBJECTIVE>>>>
Evoke is rolling out a new, informative internal series called Envision Evoke, designed to better connect our offices, services, and team members from around the globe. Envision Evoke will be a monthly “show and tell” session highlighting one specialty agency brand or capability.

SOLUTION>>>>
Supporting for the constant motive of making HealthMoreHuman™ with artistic and design best.

ROLE>>>>>
Brand and Visual designer - Slide Deck Design, Graphic design, Iconography Design, Photo editing

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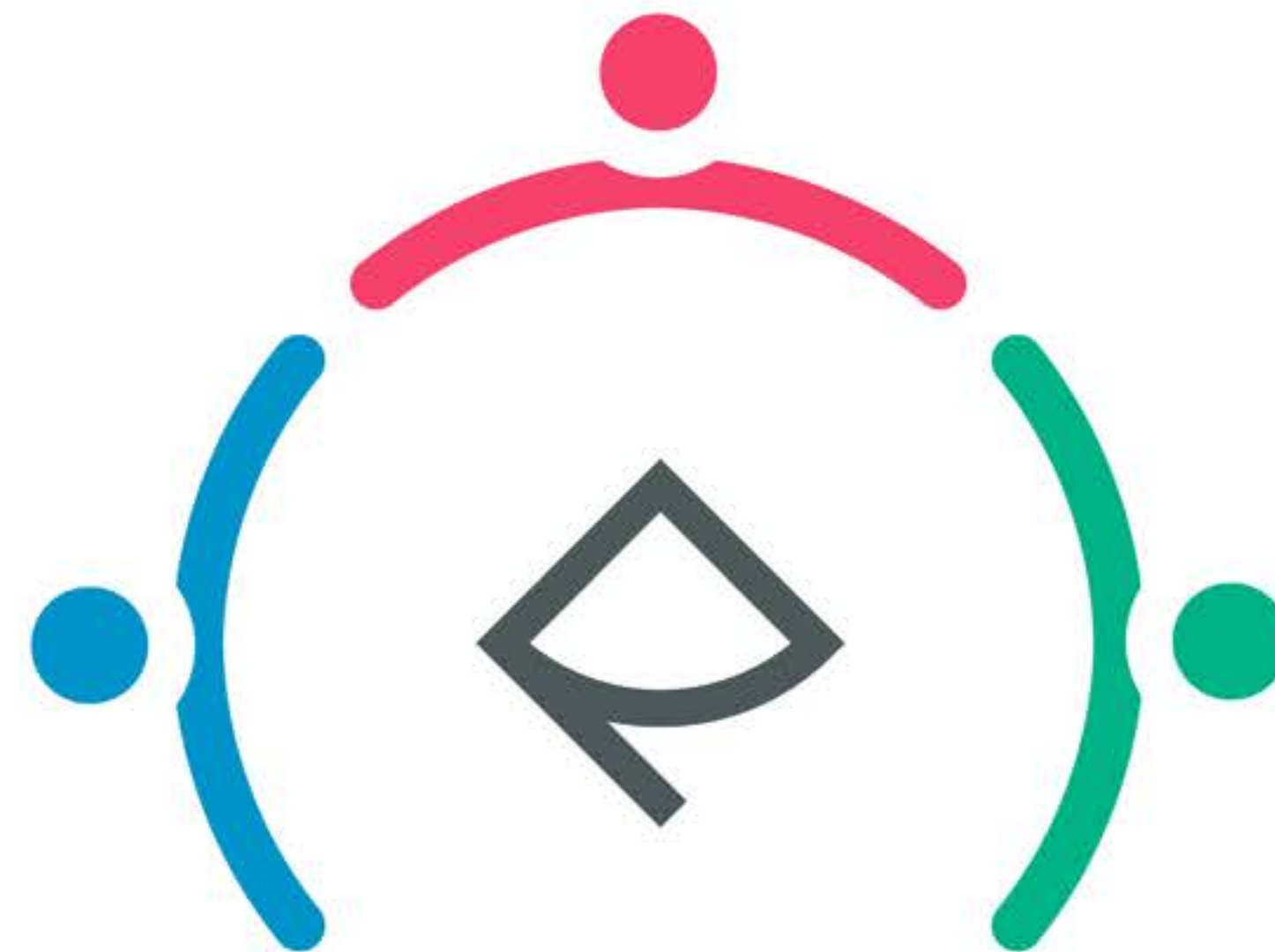
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Envision Evoke

MEDIA

EVOKE NAVIENCE

EVOKE KYNE

EVOKE GIANT

EVOKE EU

EVOKE NORTH AMERICA



Envision



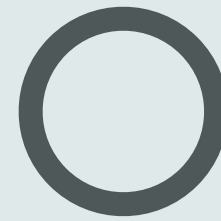
EVOKE GLOBAL TEAMS

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EVOKE LOGO

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EVOKE GLOBAL NETWORK



Envision



Envision

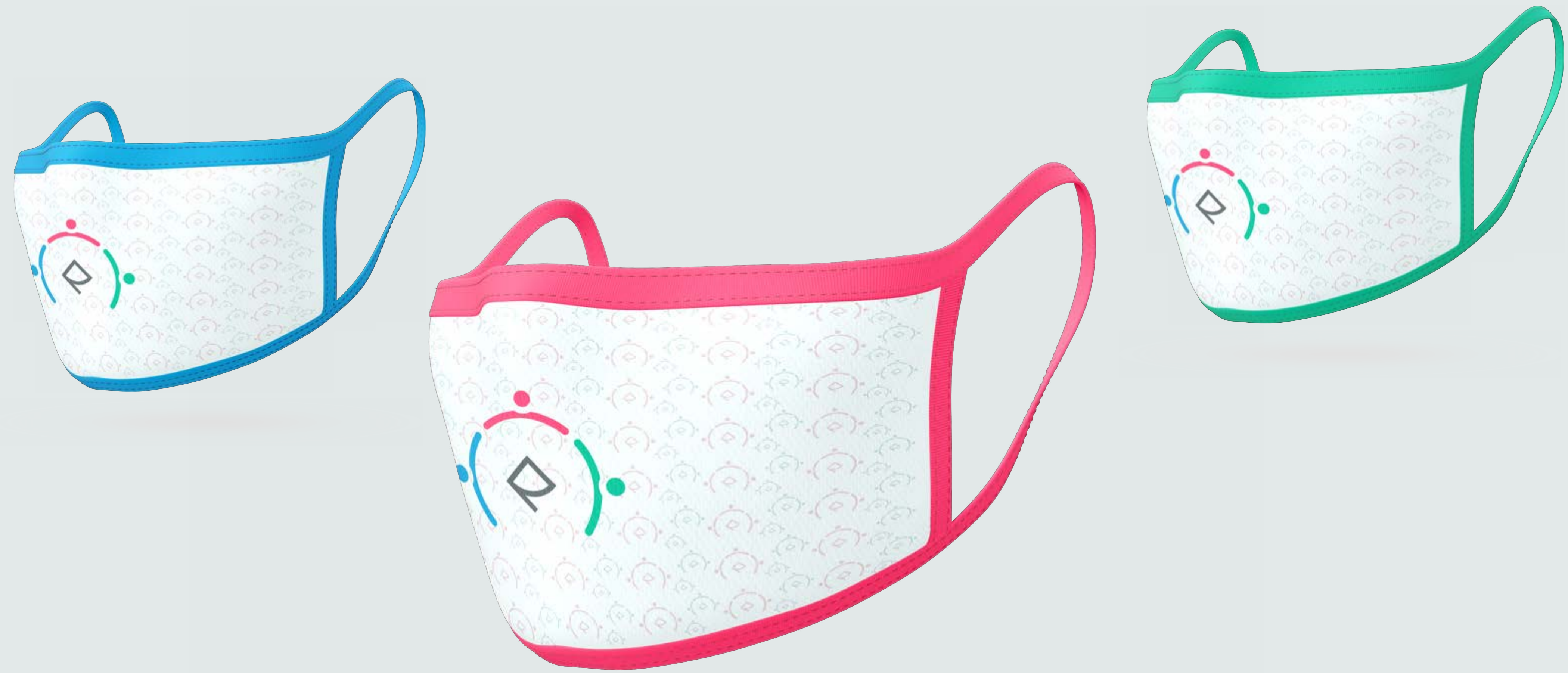


Envision



Envision





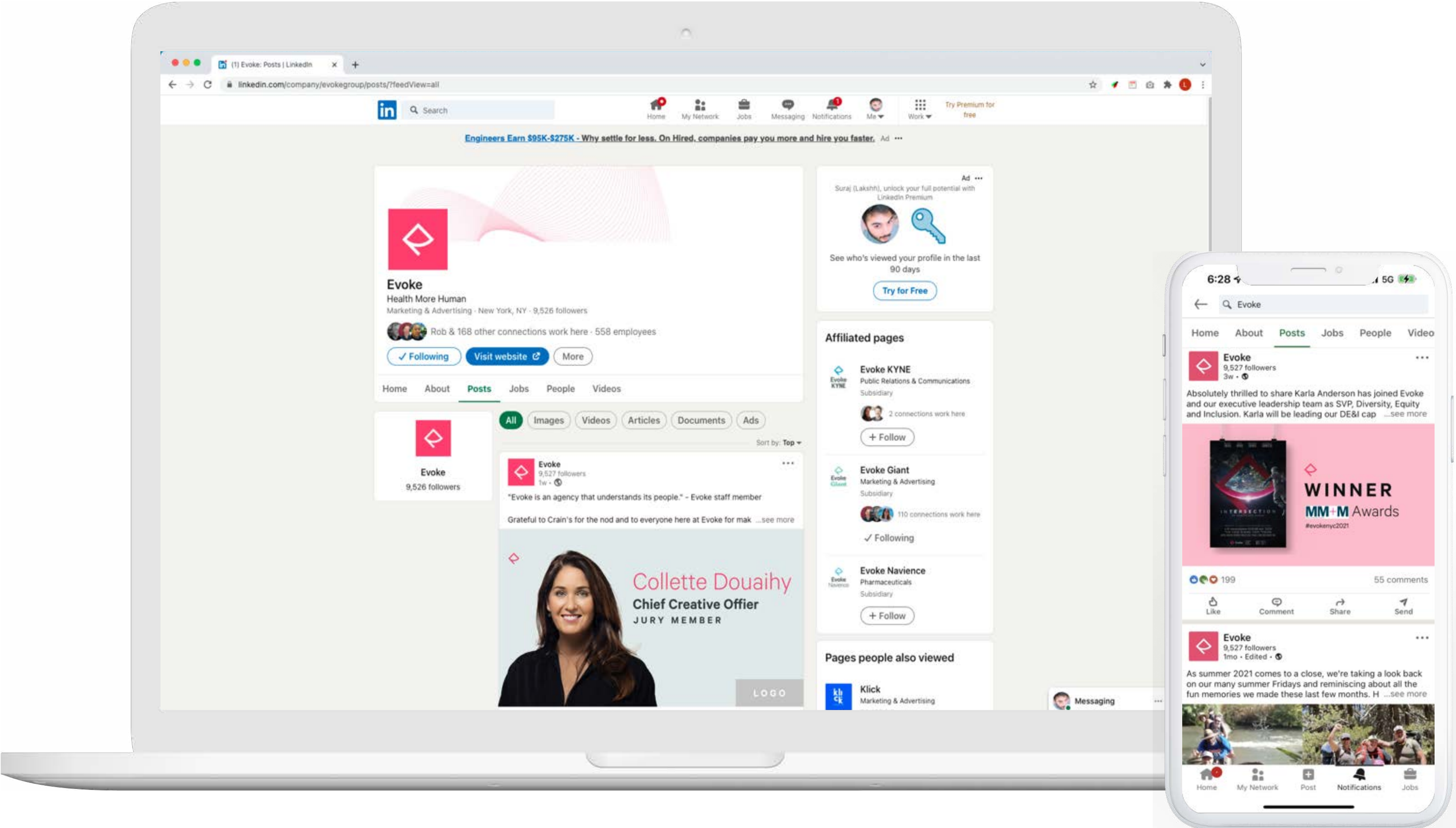


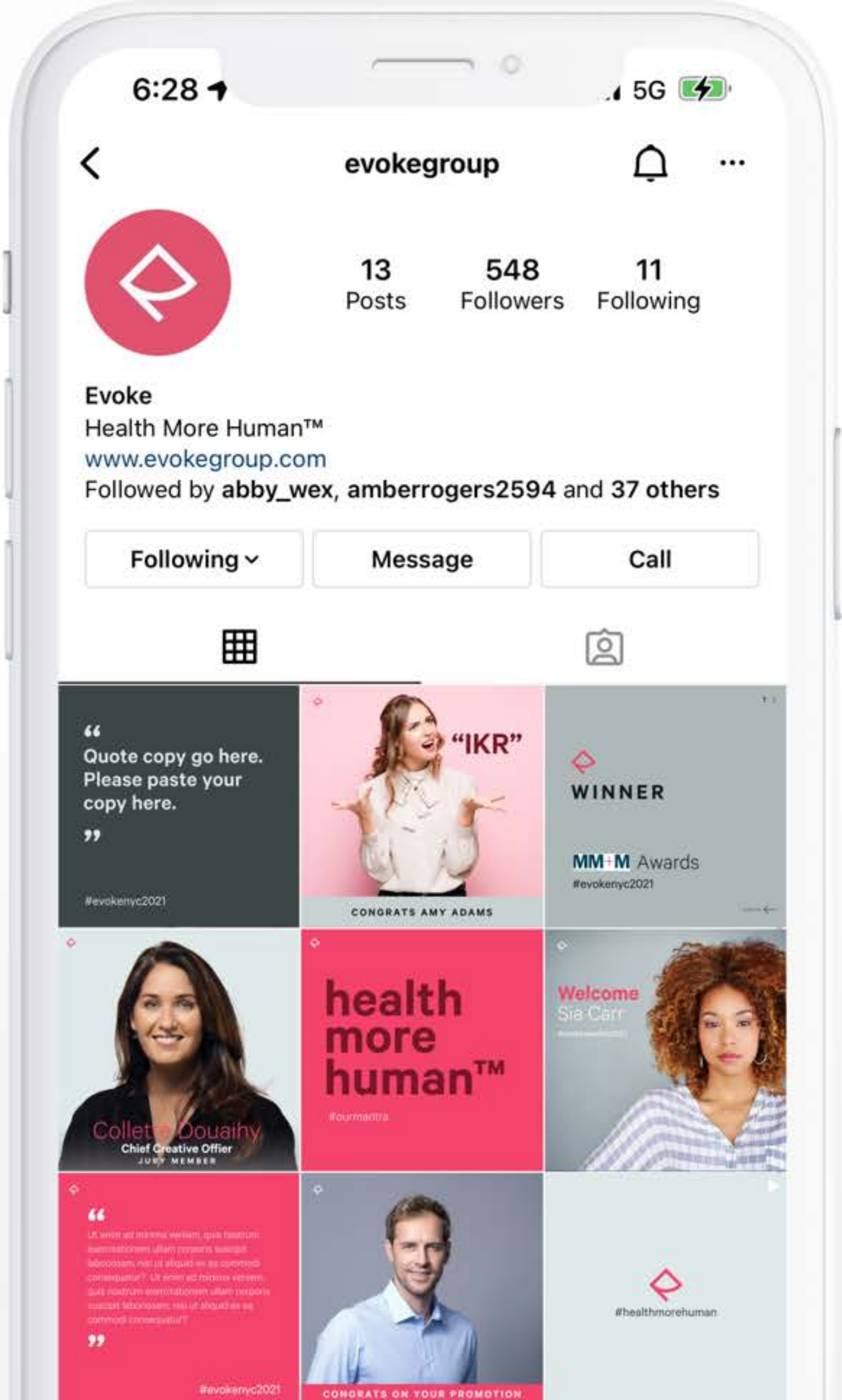
Button pins
Flyers
Visiting Cards
Cards Holder
Pencils
Cloth Bag
Laneyard
Envelopes
Post cards
Shopping bag

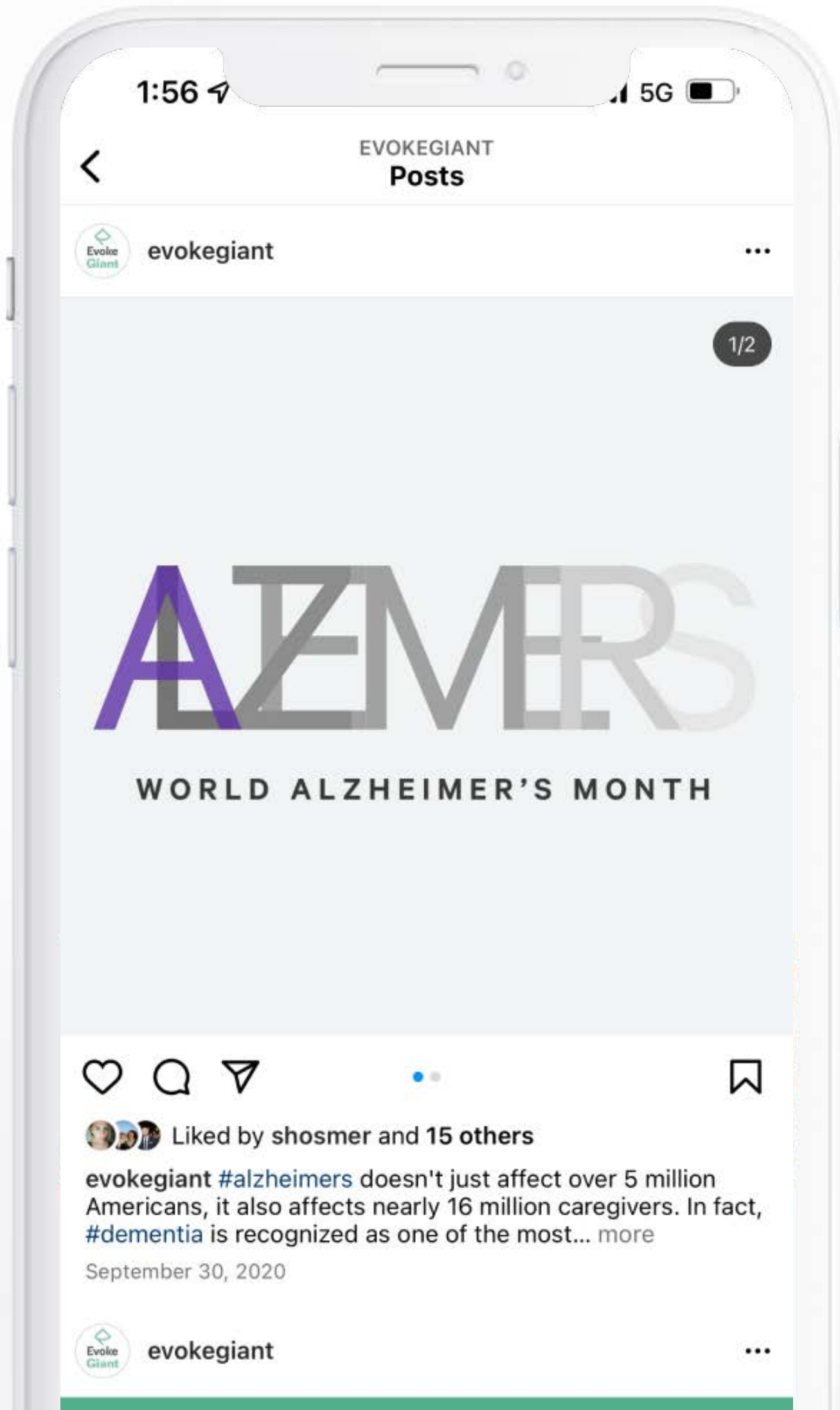
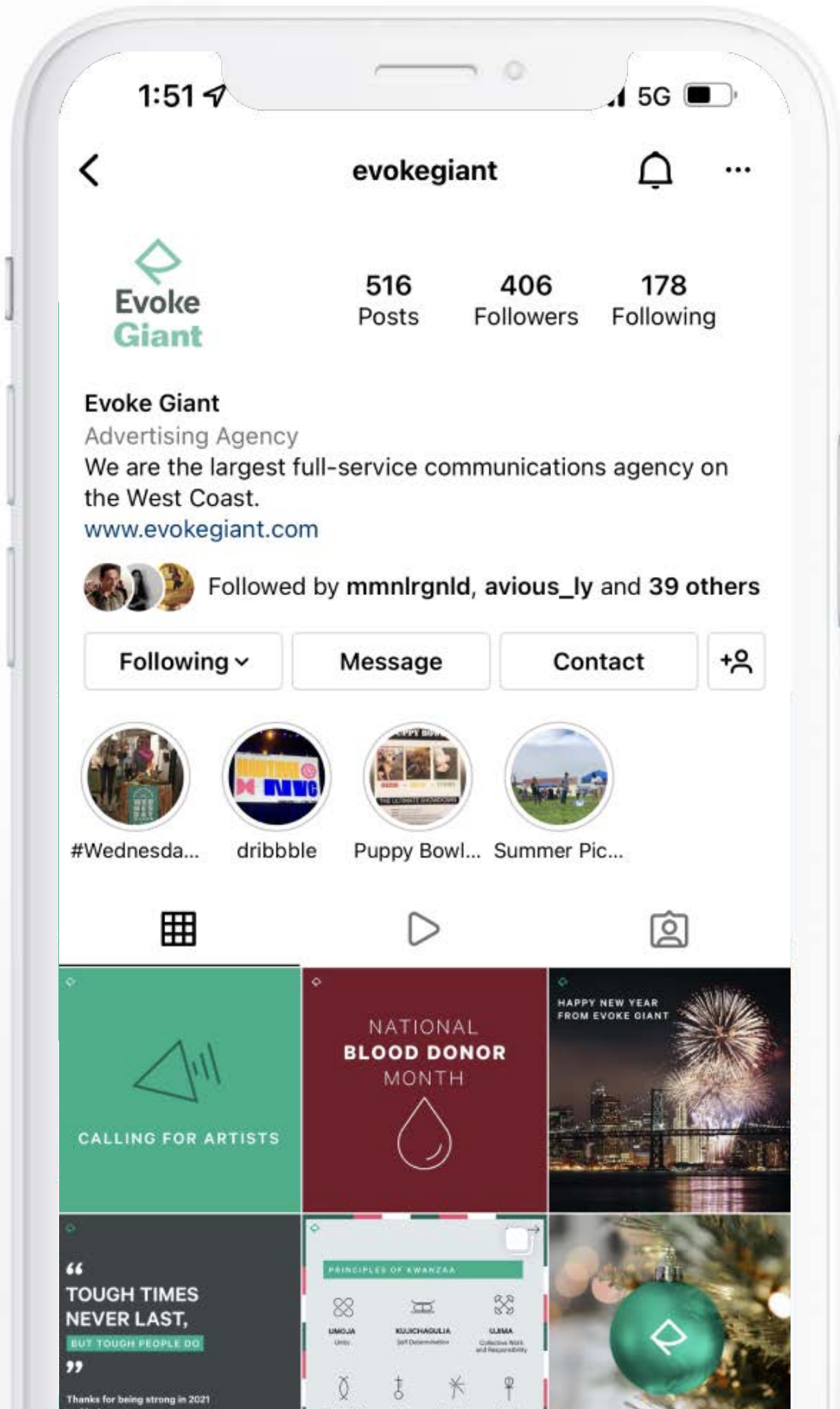


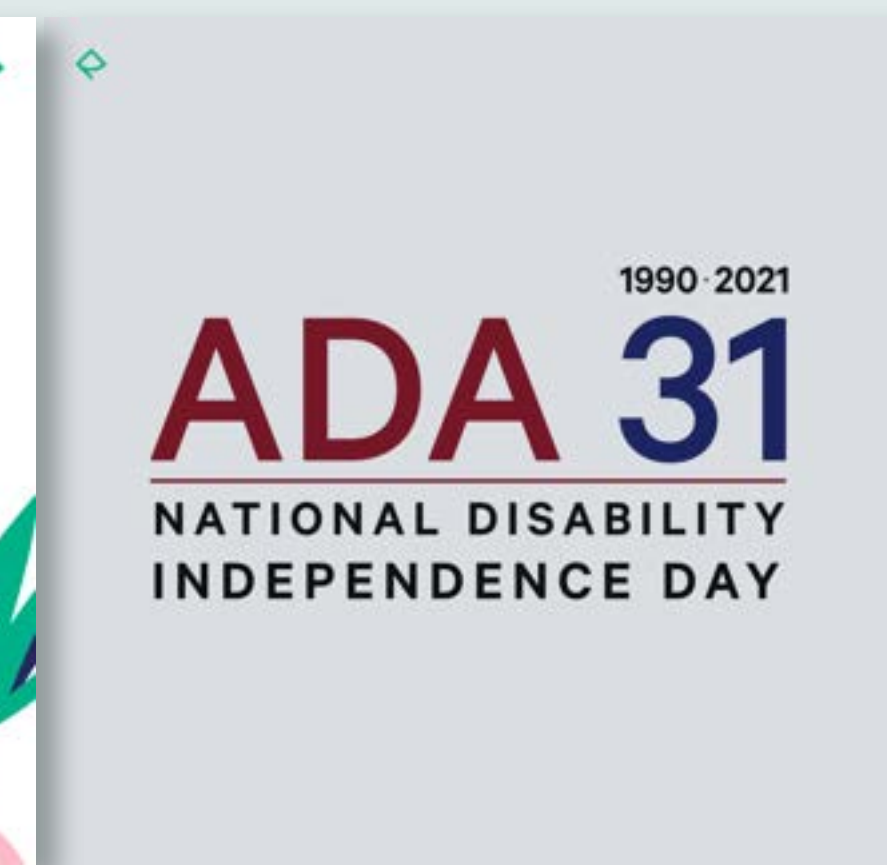
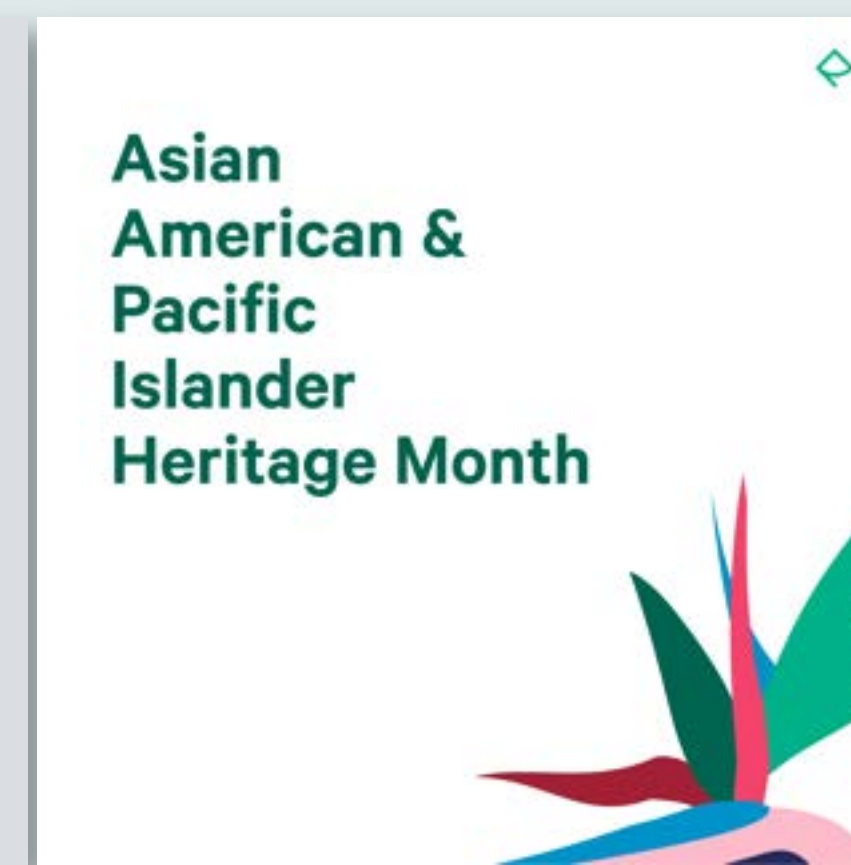
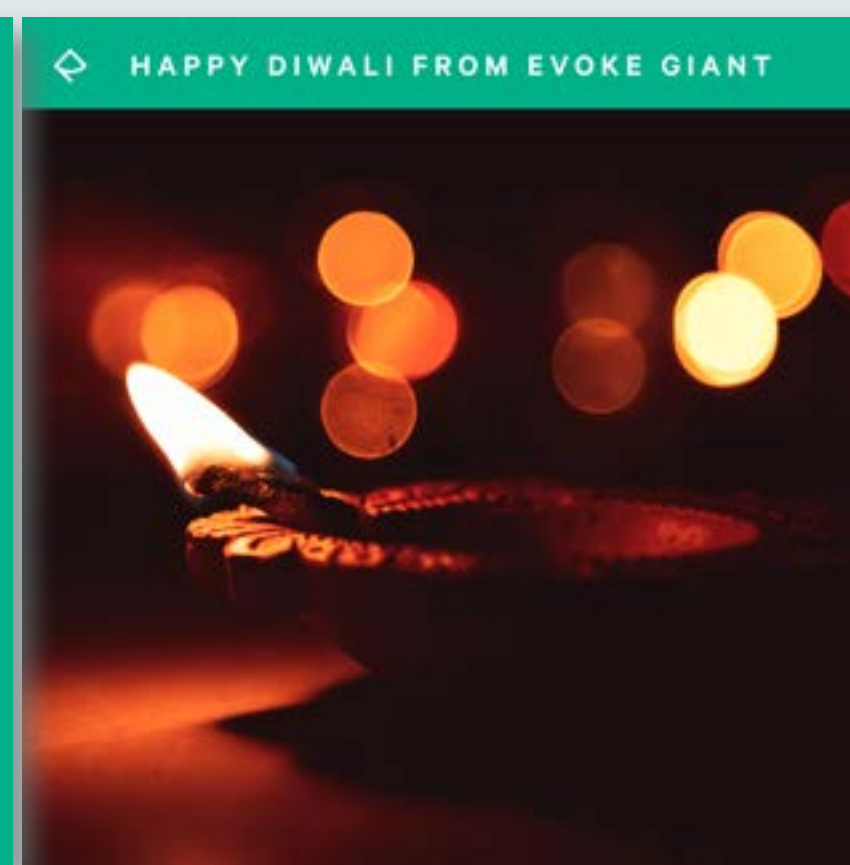
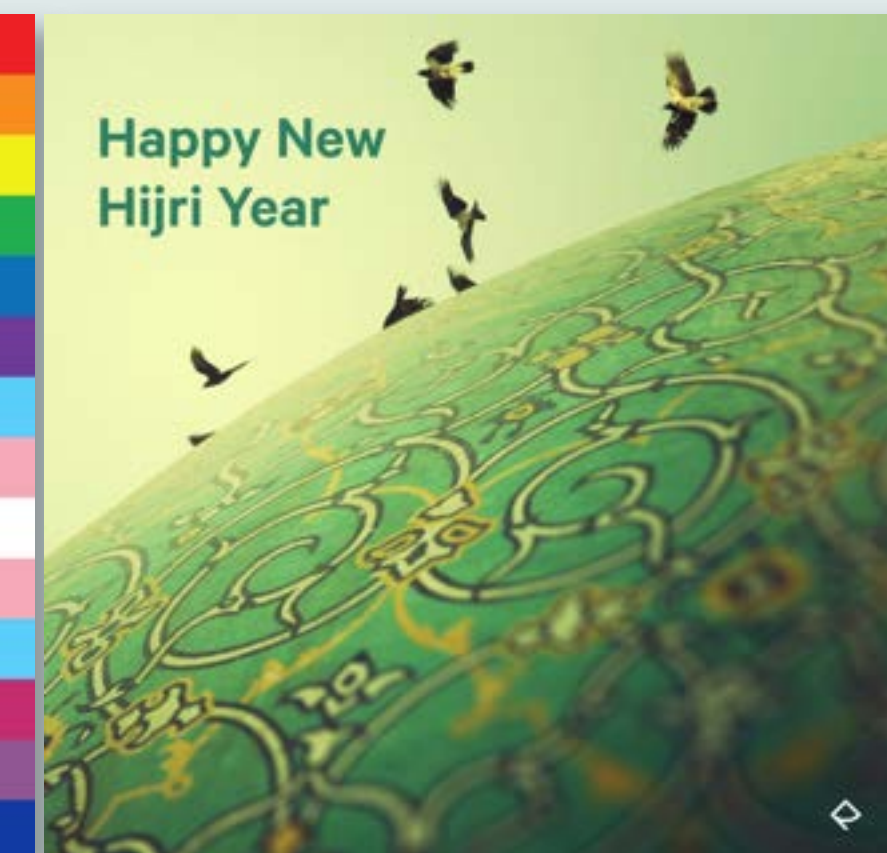
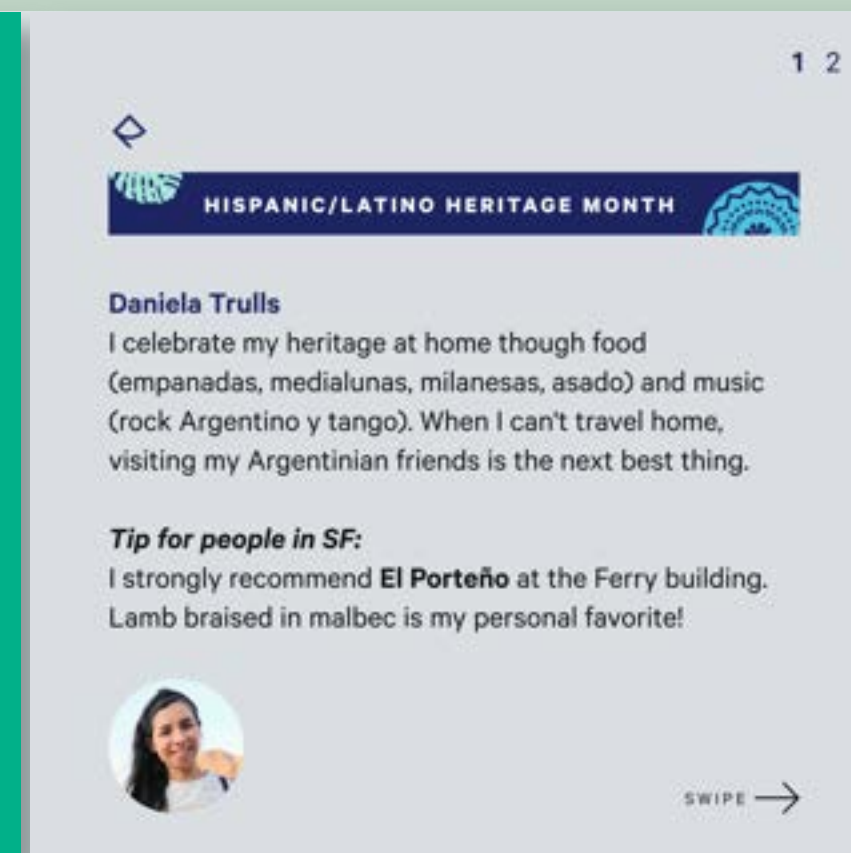
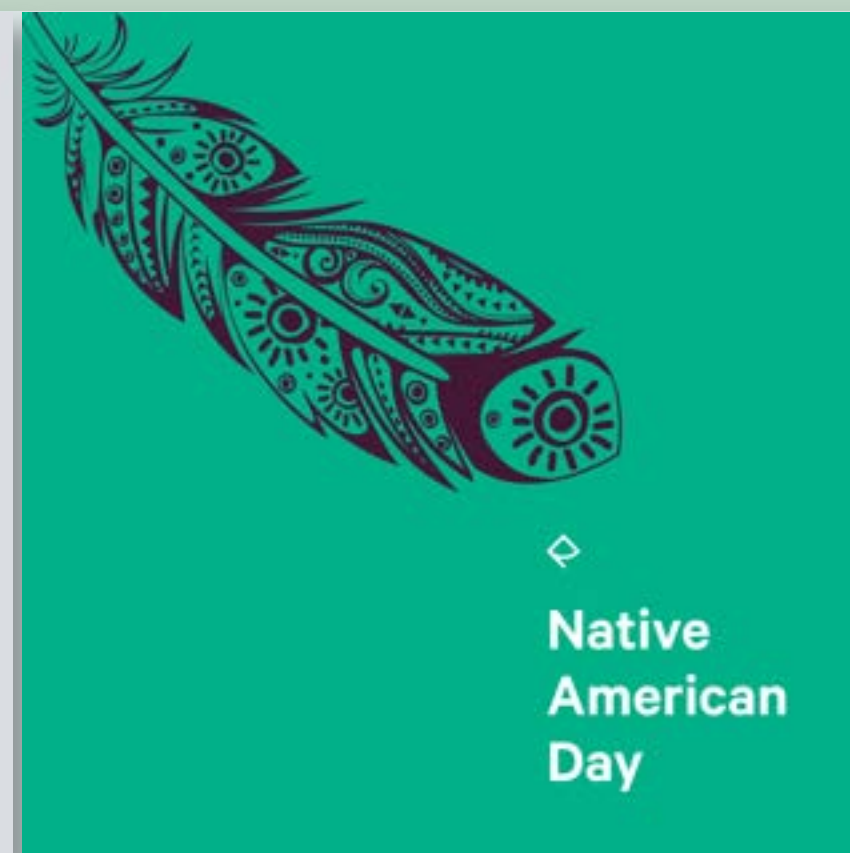














DEI ELEVATOR WEBSITE AND NEWS LETTERS

CATEGORY>

Interaction Responsive Design, UX/UI.

DELIVERABLE>

Intranet Website and Monthly News letters

CLIENT>>

Evoke Giant

PRODUCT>>

Diversity Equity Inclusion Intranet microsite, Elevate DEI branding, and Newsletters

OBJECTIVE>>>

To prioritize in advancing the top 5 areas (Recruitment and hiring, Internal programs and policies, executive-level representation, Training and development, community activism opportunities)that employees wanted to see through DEI at Evoke.

SOLUTION>>>

Intranet site will be a resource to reinforce a culture of nondiscrimination and inclusion. It will be a place to find opportunities to support and be supported.

ROLE>>>> Concept design, Creating digital assets for various breakpoints, Technical layout, Handoff, Quality control.

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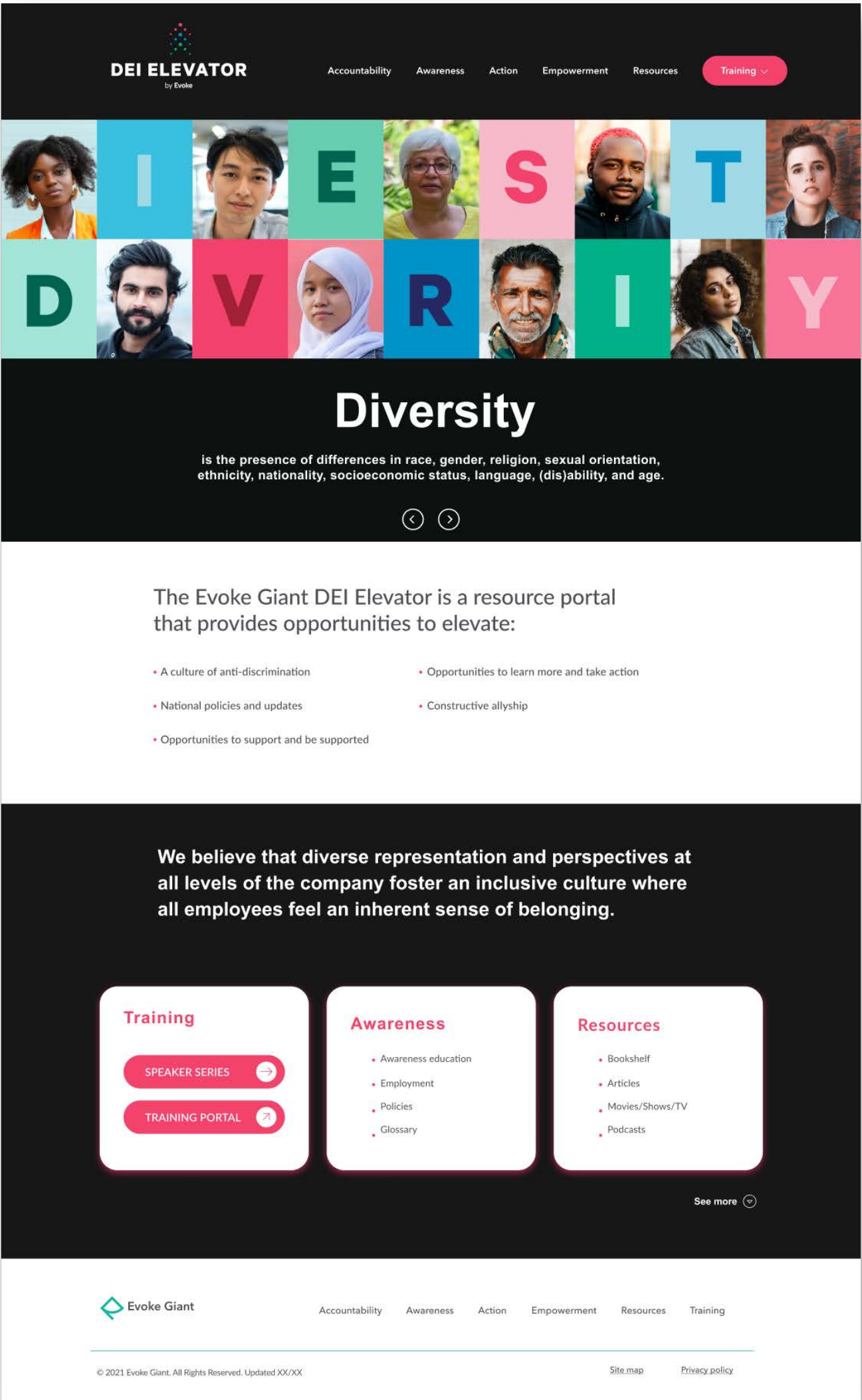
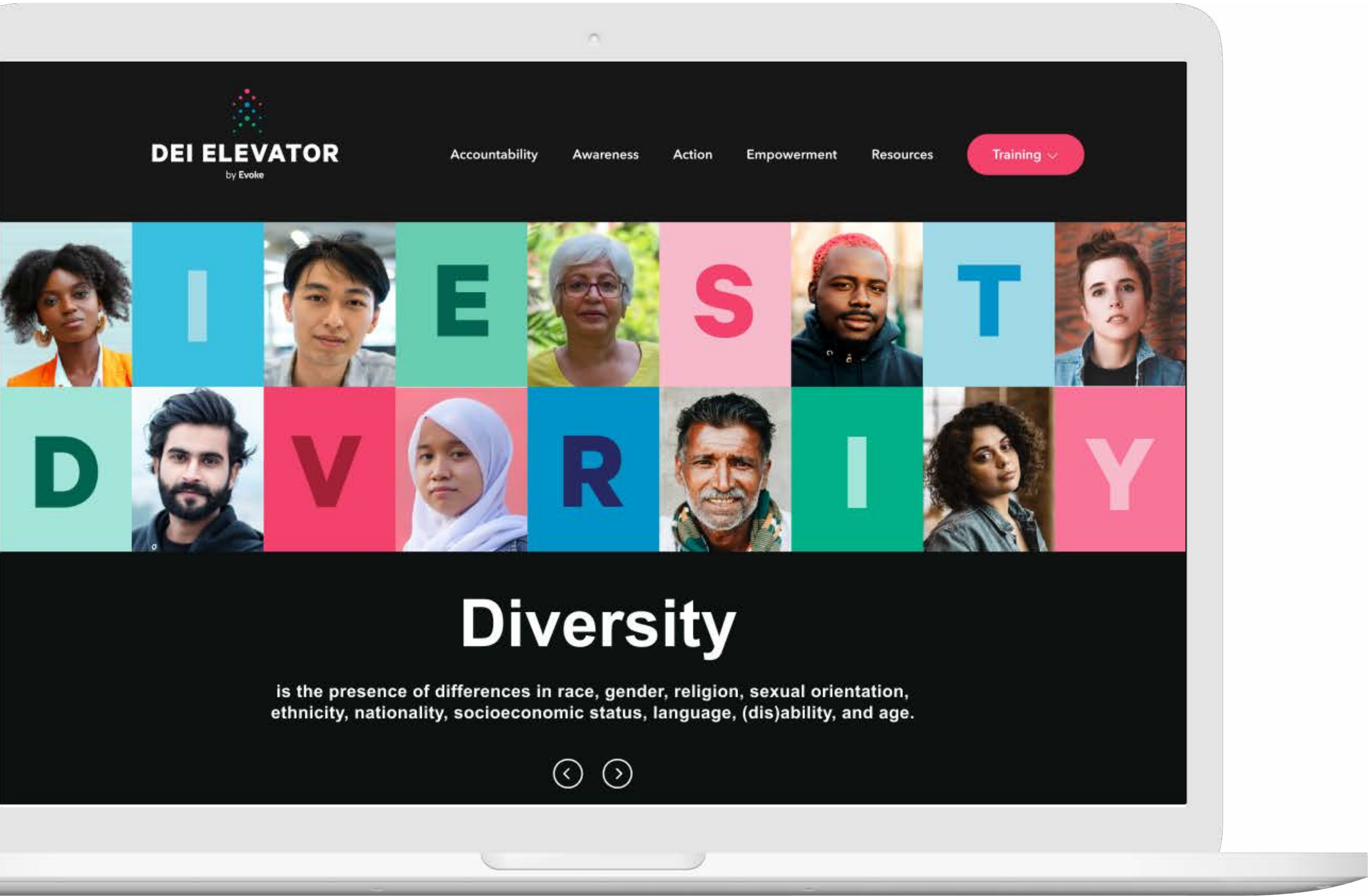
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DIVERSITY - DESKTOP



MOBILE



IPAD



EQUITY - DESKTOP



MOBILE



IPAD



INCLUSION - DESKTOP

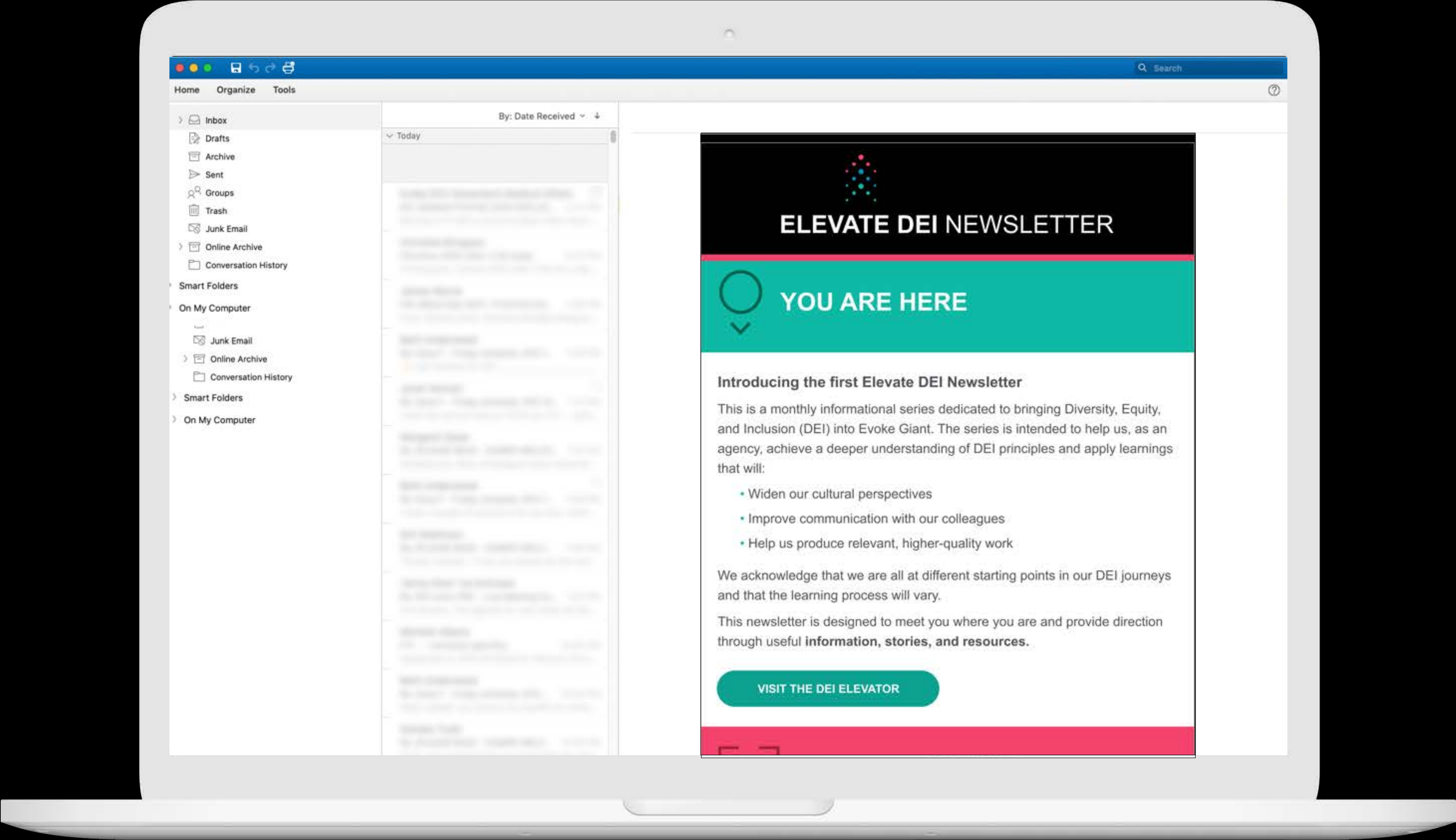


MOBILE



INDIAN







ELEVATE DEI NEWSLETTER



YOU ARE HERE

Introducing the First Elevate DEI Newsletter

This is a monthly informational series dedicated to bringing Diversity, Equity, and Inclusion (DEI) into Evolve Grant. The series is intended to help us, as an agency, achieve a deeper understanding of DEI principles and apply learnings that will:

- Widen our cultural perspectives
- Improve communication with our colleagues
- Help us produce relevant, high-quality work

We acknowledge that we are all at different starting points in our DEI journeys and that the learning process will vary. This newsletter is designed to meet you where you are and provide direction through useful information, stories, and resources.

VIEW THE DEI EVOLUTOR



WHERE WE ARE

We kickedstart our DEI journey by Evolve Grant with the breakout sessions last year, and a lot of you shared some interesting thoughts on how we can collectively embrace DEI. Your feedback provided helpful insights, which informed our approach to providing educational opportunities and tools to address our learnings.

Some key takeaways from these sessions:

- “This type of conversation is a first for me, and it gives me hope.”
- “I feel lost and I don’t know how to become an ally.”

What we learned: A lot of people want to help but don’t know how to get started.

BE AN ALLY

- “Embracing DEI enables us to create products and content that speak to more people in a less biased way, with more nuanced perspectives.”

What we learned: People want to promote, understand, and resist DEI values into their personal and professional lives.

GET STARTED WITH OUR DEI EVOLUTOR-REQUICKER

WHERE ARE WE HEADED?

According to a report by [Bainbridge](#), companies in the top quartile of ethnic and cultural diversity outperformed those in the fourth quartile (those who did nothing) by 23% in terms of earnings before interest and taxes. Other advantages include higher employee confidence and a more attractive work environment for recruitment.

LET’S GO HOME TOGETHER

START YOUR DEI JOURNEY

DO: Support a diverse business near you

LISTEN: [1619 podcasts from the New York Times](#)

READ: [Between the World and Me - Ta-Nehisi Coates](#)

WATCH: [139 on Netflix](#)

If you have any feedback or suggestions, please let us know! We’d love to hear how we’re providing quality content and meeting your needs.

FEEDBACK

If there are topics you want us to cover, let us know, and we’ll do our best to accommodate them.

RECOMMEND A TOPIC

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Newsletter | 16 May 2021

Evolve Grant

[illegible][illegible]

A vertical collage of five newsletters from Elevate DEI. The newsletters are: 1. "SPOTLIGHT ON FOOD APARTHEID" featuring a quote from a food justice leader. 2. "INTRODUCING SOUL FIRE FARM" featuring a quote from a Black, indigenous, and Peopler of Color leader. 3. "WHAT DOES SOUL FIRE FARM DO?" featuring a quote about bringing stories to the table. 4. "SUPPORTING RACISM TRAINING" featuring a quote about racism as a system. 5. "HOW CAN YOU HELP?" featuring a quote about supporting food justice. Each newsletter has a green header and footer with the Elevate DEI logo.



OXERVATE™ EMAIL DESIGN SYSTEM

CATEGORY>

User Interface and User Experience Design

DELIVERABLE>

Design system for Email communication driver

CLIENT>>

Dompé farmaceutici S.p.A.

PRODUCT>>

Oxervate™

OBJECTIVE>>>

OXERVATE™ (cenegermin-bkbj) ophthalmic solution 0.002% is indicated for the treatment of neurotrophic keratitis. And client requested for a robust communication driver for the HCP's to be drawn to the website for learning more about the product and prescribe Oxervate to patients in the filed of ophthalmology.

SOLUTION>>>

A robust email design system with modular cards approach for both HCP side of the messaging and segmentation.

ROLE>>>> Concept design, Creating digital assets, Technical layout, Handoff, Quality control.

01

02

03

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>>07

08

09

10

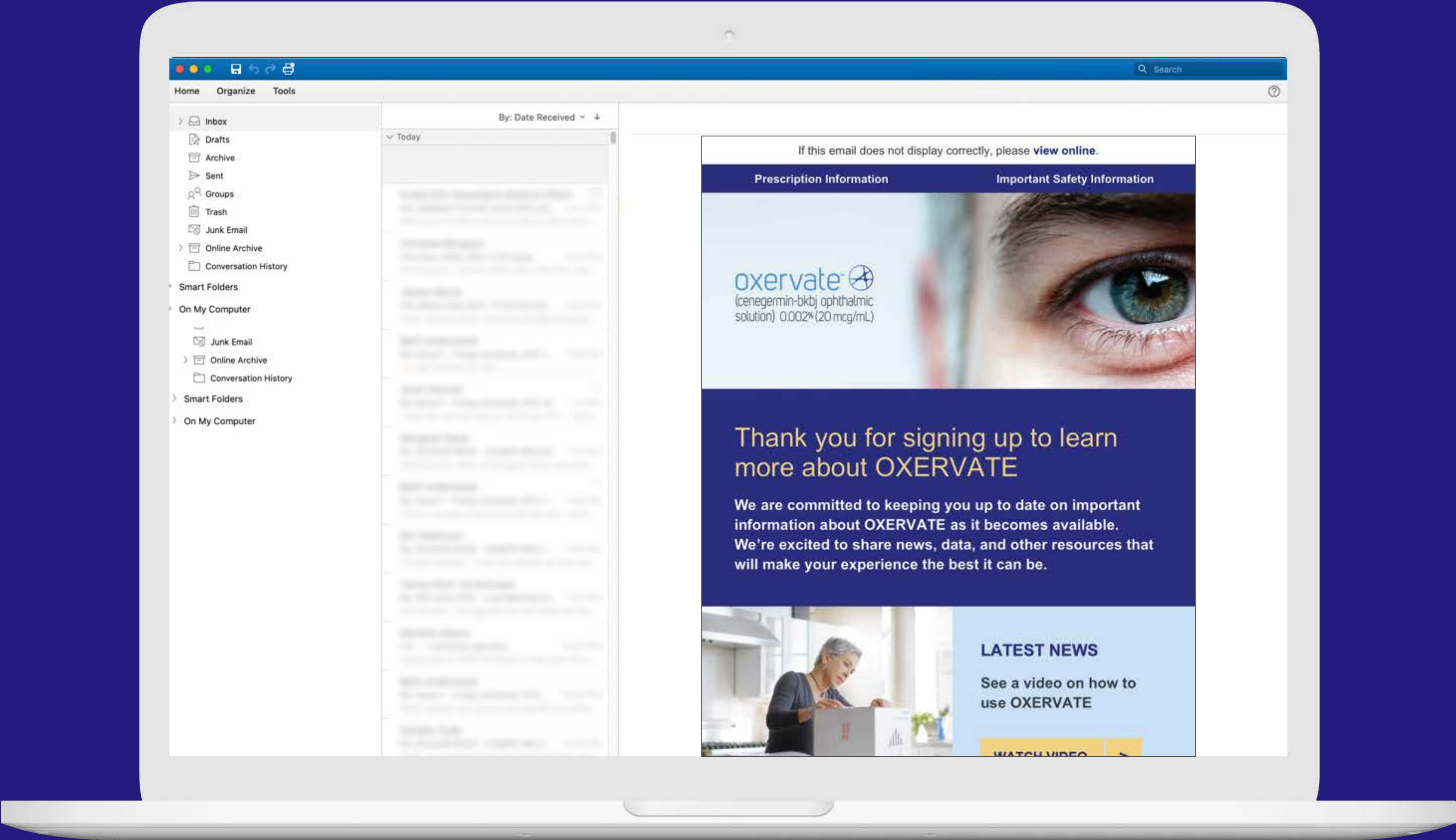
11

12

13

14

07



OXEYVATE[®]
oxymetazoline
nasal spray (0.02%) (NDA)

Important Safety Information

LATEST NEWS

Read a video with hints to use OXEYVATE

[WATCH VIDEO >](#)

LOOK FOR FUTURE EMAILS ABOUT OXEYVATE

Important Safety Information

INDICATIONS AND USAGE

OXEYVATE is a nonstimulant human nerve growth factor indicated for treatment of neurogenic keratitis.

Contact lenses should be removed before applying OXEYVATE because the presence of a contact lens could alter oxymetazoline or cornified lipid potentially limit the distribution of oxymetazoline into the area of the corneal tissue. Lenses may be reinserted 15 minutes after administration.

OXEYVATE may cause mild to moderate eye discomfort such as eye pain during treatment. The patient should be advised to contact their doctor if it more serious eye reaction occurs.

The most common adverse reaction is clinical trial data that occurred while treating with OXEYVATE 0.02% eye drops (10% of patients). Adverse reactions included conjunctal injection, foreign body sensations in the eye, ocular hyperemia (swollen blood vessels in the white of the eye), tearing (lubrication) of the eye, and increase of tears (1-10% of patients).

The ocular information provided here is not comprehensive. To learn more, talk about OXEYVATE with your health care provider or pharmacist.

Please see Important Safety Information above and all Precautions information including patient information, by visiting here.

To report SUSPECTED ADVERSE REACTIONS, visit FDA's MedWatch website at 1-800-FDA-1088 or FDA's MedWatch email at medwatch@fda.hhs.gov.

Terms of Use	Privacy Notice	Disclaimers

Dompé Inc., 181 2nd Ave., Ste 100, San Mateo, CA 94401

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US-000-000000-0003

[illegible][illegible][illegible][illegible][illegible]

+ Layout

EMAIL SPECS

Date added: June 2020

Layout rules:

Fixed width – 600px

Safe area – 558px

Margin left and right – 21px

Padding rules – Increments of 8

Email border- 1px #333E48

Font-family: Arial, Helvetica, sans-serif;

PADDING RULES

PADDING RULES

Content	Desktop & Mobile Top / bottom of content cards: 40px CTA button padding-top: 40px CTA text link padding-top: 24px
Typography	Global H1 padding-bottom: 16px, 24px H2 padding-bottom: 8px, 16px, 24px, 40px H3 padding-bottom: 8px, 16px, 24px, 40px H4 padding-bottom: 8px, 16px, 24px, 40px H5 padding-bottom: 8px, 16px, 24px, 40px Body padding-bottom: 16px CTA Buttons 40px Top and Bottom Padding Bullet points 8px top and bottom padding, 8px padding indent from the left Sub-bullet points 8px top and bottom padding, 16px padding indent from the left
Notes	Rule If elements with bottom padding rules conflict with elements with top padding rules, allow top-padding to override. Example: H2 (padding-bottom: 16px) followed by CTA button (padding-top: 40px) will result in 40px padding below H2 / above CTA button.

COLORS

COLORS

Primary	 Deep Purple #00008B	 Light Blue #3399DE	 Gray Comfort #333E48
Secondary	 Summer Green #99E7C8	 Light Green #C3F48B	
Additional Colors	 Website Dark Blue #001E4F	 Summer Green 80% #A9FEC8	 Background Blue #B6E7FC

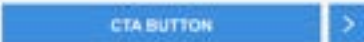
CURSOR RULES, BUTTONS & TEXT LINKS

BUTTONS

Primary CTA Button



CTA Button LONG



CTA Button VIDEO



Secondary CTA Button



CLICKABLE TEXT

Hyperlinks

[www.fda.gov/medwatch](#)

Pre-header Hyperlink

(Preheader includes hyperlink styles)

[view online](#)

Footer

(Preheader Email design system hyperlinks apply)

[Terms of Use](#)

TYPOGRAPHY

FONT FAMILY

Font	Arial
Arial	Arial is the primary font used throughout the emails

TYPE HIERARCHY

Fixed width Emails Desktop & Mobile	DESKTOP & MOBILE / H1 FONT-FAMILY: ARIAL FONT-SIZE: 30PX FONT-WEIGHT: BOLD LINE-HEIGHT: 36PX
Device Format Tag Font Family Font Weight Line Height	

Desktop & Mobile / H2
font-family: Arial
font-size: 24px
font-weight: bold
line-height: 30px

Desktop & Mobile / H3
font-family: Arial
font-size: 22px
font-weight: bold
line-height: 28px

Desktop & Mobile / H4
font-family: Arial
font-size: 18px
font-weight: bold
line-height: 24px

Global / Body
font-family: Arial
font-size: 16px
font-weight: Regular
line-height: 24px

GLOBAL/CTA
FONT-FAMILY: ARIAL
FONT-SIZE: 18PX
FONT-WEIGHT: BOLD
LINE-HEIGHT: 24PX

Hyperlink
FONT-FAMILY: ARIAL
FONT-SIZE: 16PX
FONT-WEIGHT: BOLD
LINE-HEIGHT: 24PX

Microcopy / Hyperlink
font-family: Arial
font-size: 14px
font-weight: bold
line-height: 18px

GLOBAL CARDS

Hero Header and Utility Navigation

If this card does not display correctly, please view other cards

Prescription Information

Important Safety Information

US Card

IMPORTANT SAFETY INFORMATION

OXERVATE™ (oxervegen-045) contains oxerve 0.02% is indicated for the treatment of keratoconus keratils.

Contact lenses should be removed before applying OXERVATE because the presence of a contact lens (either therapeutic or cosmetic) could potentially limit the distribution of oxervegen-045 into the area of the contact point. Lenses may be reinserted 15 minutes after administration.

OXERVATE may cause mild to moderate eye discomfort such as eye pain during treatment. The patient should be advised to contact their doctor if a more serious eye reaction occurs.

The most common adverse reaction in clinical trials that occurred more frequently with OXERVATE was eye pain (74% of patients). Adverse reactions included contact dermatitis, foreign body sensation in the eye, ocular hyperemia (enlarged blood vessels in the white of the eye), swelling (inflammation) of the eye, and increase of tears (15-10% of patients).

OXERASE FURARE AND STRENGTH
Oxervegen-045 is a clear, colorless solution in a multiple-dose unit. Oxervegen-045 is a clear, colorless solution in a multiple-dose unit.

CONTRAINDICATIONS:
None.

WARNINGS AND PRECAUTIONS:
Use With Contact Lenses
Contact lenses should be removed before applying OXERVATE because the presence of a contact lens (either therapeutic or cosmetic) could potentially limit the distribution of oxervegen-045 into the area of the contact point. Lenses may be reinserted 15 minutes after administration.

Eye Discomfort
OXERVATE may cause mild to moderate eye discomfort such as eye pain during treatment. The patient should be advised to contact their doctor if a more serious eye reaction occurs.

ADVERSE REACTIONS:
Clinical Studies Experience
Because clinical studies are conducted under widely varying conditions, adverse reaction rates observed in the clinical studies of a drug cannot be compared directly to rates in the clinical studies of another drug and may not reflect the rates observed in practice.

In 2 clinical trials of patients with keratoconus keratils, a total of 101 patients received oxervegen-045 eye drops at 0.02% strength, at a frequency of 3 times daily in the affected eye(s) for a duration of 8 weeks. The mean age of the population was 61 to 65 years of age (18 to 85).

The most common adverse reaction in clinical trials that occurred more frequently with OXERVATE was eye pain (74% of patients). Other adverse reactions included contact dermatitis, foreign body sensation in the eye, ocular hyperemia (enlarged blood vessels in the white of the eye), swelling (inflammation) of the eye, and increase in tears (15-10% of patients).

USE IN SPECIFIC POPULATIONS
Pregnancy
Risk Summary
There are no data from the use of OXERVATE in pregnant women to inform any drug-associated risks.

Administration of oxervegen-045 to pregnant rats or rabbits during the period of organogenesis did not produce adverse fetal effects or clinically relevant deaths. In a pre- and postnatal development study, administration of oxervegen-045 to pregnant rats throughout gestation and lactation did not produce adverse effects or offspring at clinically relevant levels.

Data
Animal Data
In embryofetal development studies, daily subcutaneous administration of oxervegen-045 to pregnant rats and rabbits throughout the period of organogenesis produced a slight increase in postimplantation loss at doses greater than or equal to 42 mg/kg/day (247 times the maximum recommended human ophthalmic dose [MRHOD]). A no-observed-adverse-effect level (NOAEL) was not established for postimplantation loss in either species. In rats, hydrocephaly and other anomalies were observed when rats were treated with 420 mg/kg/day (2470 times the MRHOD) in utero, cardiovascular malformations, including malformation of the heart, were observed when rats were treated with 420 mg/kg/day (2470 times the MRHOD). No fetal malformations were observed in rats and rabbits at doses of 100 mg/kg/day and 42 mg/kg/day, respectively.

In a pre- and postnatal development study, daily subcutaneous administration of oxervegen-045 to pregnant rats during the period of organogenesis, and lactation did not affect pupation and was not associated with adverse effects in offspring at doses up to 247 mg/kg/day.

In parental rats and rabbits, no immunogenic response to oxervegen-045 was observed. Given that oxervegen-045 is a heterologous protein in animals, this response may not be relevant to humans.

Risk Summary
There are no data on the presence of OXERVATE in human milk, the effects on breastfed infants, or the effects on milk production. The developmental and health benefits of breastfeeding should be considered along with the mother's clinical need for OXERVATE and with any potential adverse effects on the breastfed child.

Patients Use
The safety and effectiveness of OXERVATE have been established in the pediatric population. Use of OXERVATE in pediatric patients 2 years of age and older is supported by evidence from adequate and well-controlled trials of OXERVATE in adults with additional safety data in children.

Geriatric Use
Of the total number of patients in clinical studies of OXERVATE, 41.3% were 65 years old and older. No overall differences in safety or effectiveness were observed between elderly and younger adult patients.

The FDA approved product labeling can be found [here](#). You may report side effects to FDA at 1-800-FDA-1088 or [www.fda.gov/medwatch](#). You may also report side effects to Dompé at 1-800-368-7387 or [dcomp@dompe.com](#).

References Card

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Footer Card

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OXERVATE (oxervegen-045)

This is a marketing material and is not intended to be used for medical purposes. It is not intended to be used for medical purposes. It is not intended to be used for medical purposes.

HERO CARDS

Hero Card A

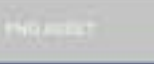
PNG ASSET



Recognize
neutrophic keratils

Hero Card B

PNG ASSET



Dolor morbi non arcu
risus arcu non risus
morbi

Hero Card C



Dolor morbi non arcu
risus

PNG ASSET

Hero Card D

PNG ASSET



Dolor morbi non arcu risus
arcu non risus morbi

Hero Card E

PNG ASSET

Dolor morbi non arcu risus

Hero Card F

PNG ASSET

Donec ac odio tempor

CONTENT CARDS

Content Card A

PNG ASSET

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CTA BUTTON

Content Card B

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Content Card C

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CTA BUTTON

Content Card D

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CTA BUTTON

Content Card E

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PNG ASSET

Content Card F

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PNG ASSET

Content Card G

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CTA BUTTON

BULLET CARDS

Bullet Card A

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Non exortemque eu officio esse consequa eu officio esse.

Read more

CTA BUTTON

Bullet Card B

Aliquet bibendum enim facilis gravida

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CTA BUTTON

Bullet Card C

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Non exortemque eu officio esse.

Read more

CTA BUTTON

Bullet Card D

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Read more

CTA BUTTON

Bullet Card E

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Read more

CTA BUTTON

Bullet Card F

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Read more

CTA BUTTON



GREENWICH BIO SCIENCES - NABIXIMOLS

CATEGORY>

Branding

DELIVERABLES>

Logo design, Color Competitive Analysis

CLIENT>>

Greenwich Bio Sciences

PRODUCT>>

Nabiximols

OBJECTIVE>>>

Spasticity has been flying under the radar in MS. There have been no innovations in treatment for spasticity in >20 years. Research into the role of the endocannabinoid system is uncovering potential new ways to address this critical symptom. Patients currently do regularly self-treat with cannabinoids for various MS symptoms.

SOLUTION>>>

Drive greater awareness of spasticity as a life-limiting MS symptom and improve communication to bring proactive recognition and demand for new solutions to the forefront with a logo design and DSE campaign ads.

ROLE>>>> Logo Design Options for Nabiximols, Color Palettes, Competitive Analysis.

01

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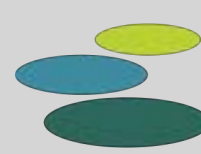
13

14

08

 **Lioresal**[®]
Intrathecal (baclofen injection)



 **Gablofen**[®]
(baclofen injection)



 **BOTOX**[®]
onabotulinumtoxinA injection



 **SATIVEX**[®]



 **Epidiolex**[®]
(cannabidiol)



Once-daily
AUBAGIO[®]
(teriflunomide) 14 mg tablets



ONCE-A-WEEK
AVONEX[®]
(interferon beta-1a)
30 MCG IM INJECTION



 **BETASERON**[®]
(interferon beta-1b)
0.3 mg for SC injection



COPAXONE[®]
(glatiramer acetate injection)



 **GILENYA**[™]
(fingolimod) capsules 0.5 mg



 **Glatiramer Acetate Injection**



Glatopa[®]
(glatiramer acetate injection)
20mg/mL • 40mg/mL



 **LEMTRADA**[®]
alemtuzumab 12mg IV



 **MAVENCLAD**[®]
(cladribine) tablets 10 mg



 **MAYZENT**[®]
(siponimod) tablets
0.25 mg • 2 mg



OCREVUS[®]
ocrelizumab 300mg IV



EVERY 2 WEEKS
 **plegridy**[®]
(peginterferon beta-1a)
125 mcg SUBCUTANEOUS INJECTION



 **Tecfidera**[®]
(dimethyl fumarate) delayed-release capsules 240 mg



EVERY 4 WEEKS
300mg IV
TYSABRI[®]
(natalizumab)

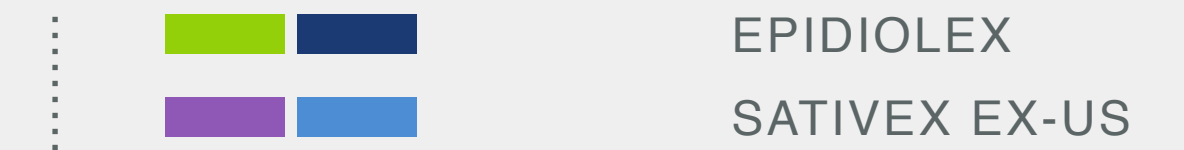


 **VUMERITY**[®]
(diroxime fumarate) delayed-release capsules 251 mg

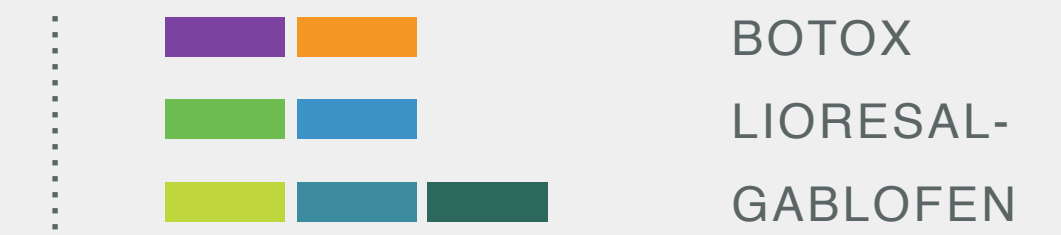




Considerations

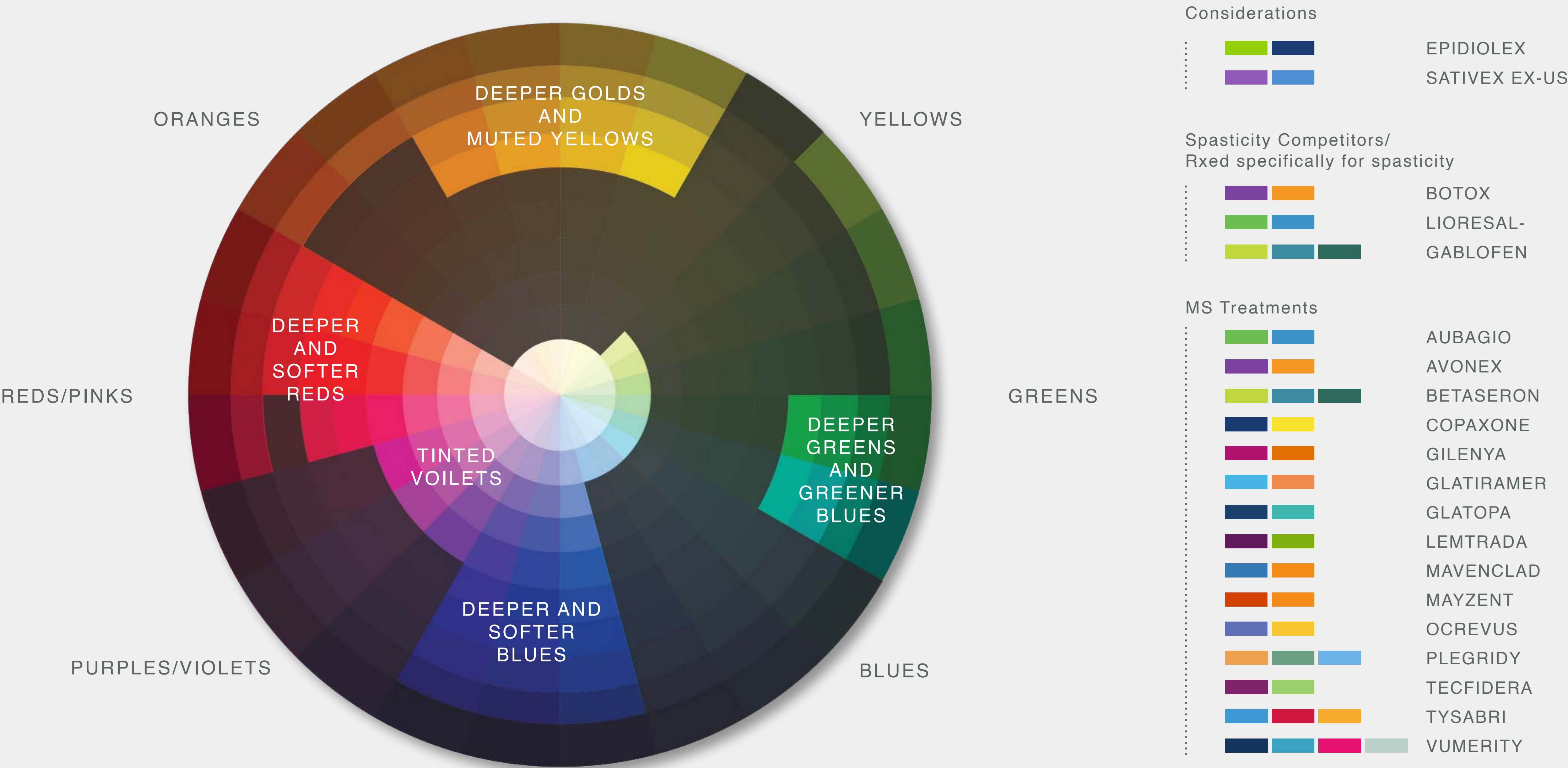


Spasticity Competitors/
Rxed specifically for spasticity



MS Treatments





NIGHT SHADZ

VALENTINO

LILY

DAM

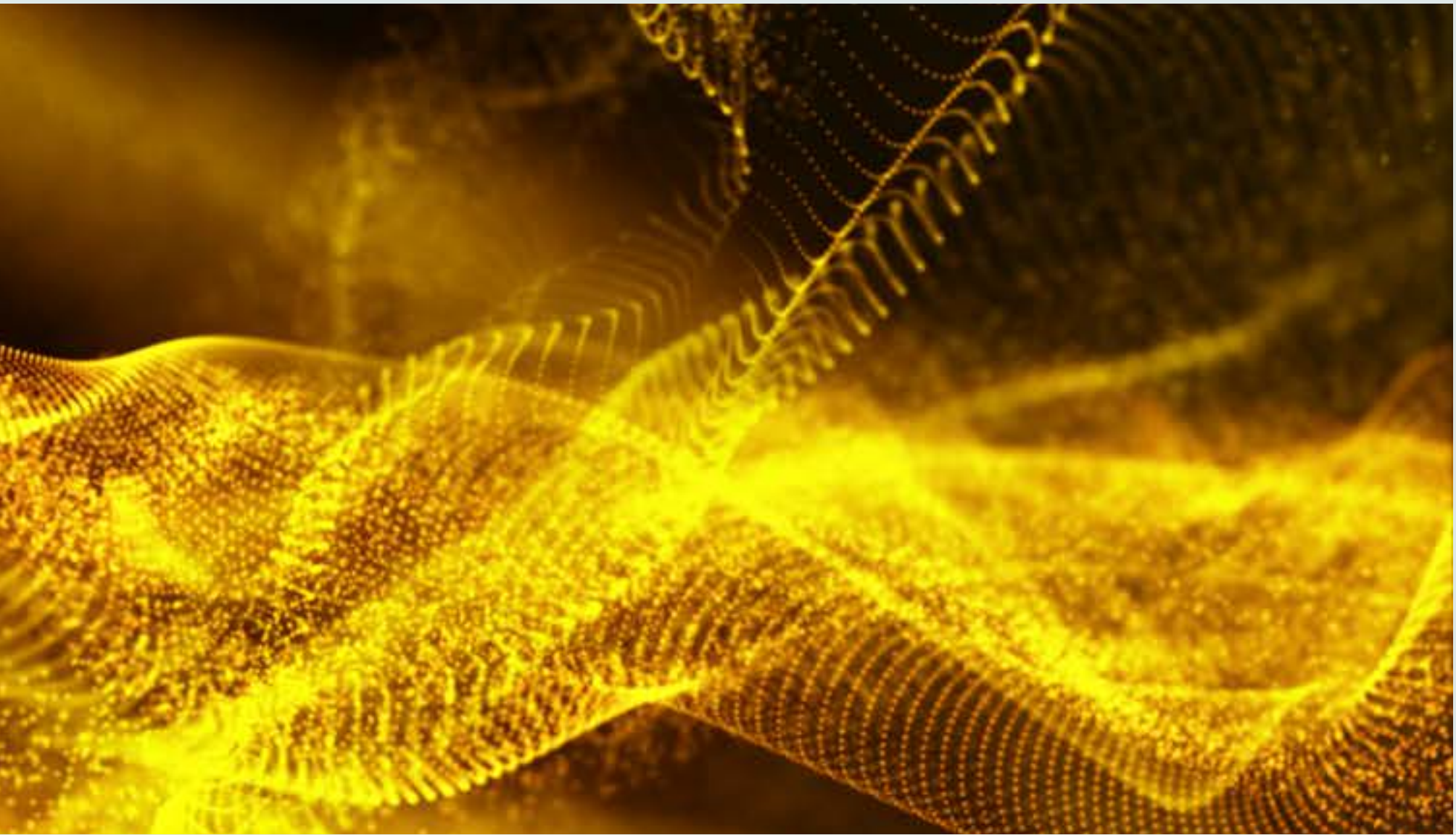


MATTE BLACK

SORTED SAFFRON

SAND

MIST



MIGRATING MAROON

LIGHTENING SIENNA

SUN

POP



TUNED IN TEAL

BOLD INDIGO

GLOW

FLAME

STONE

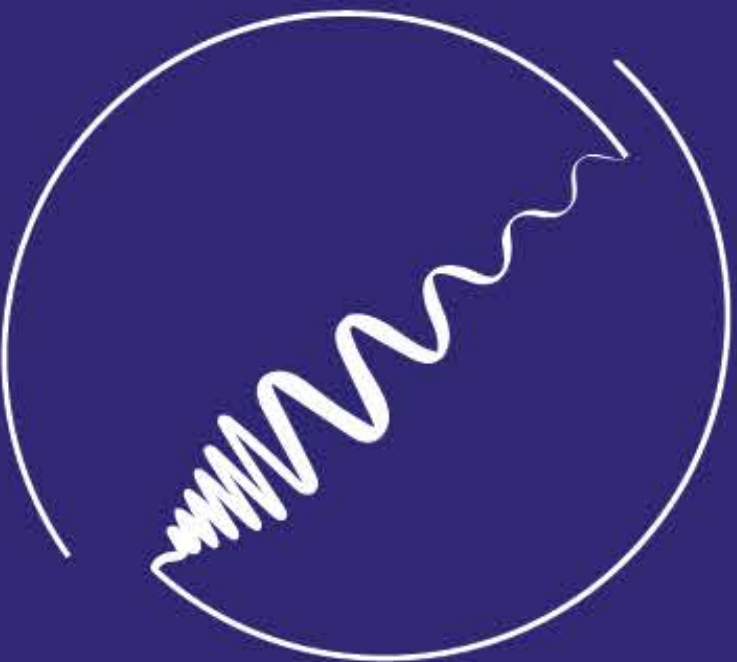




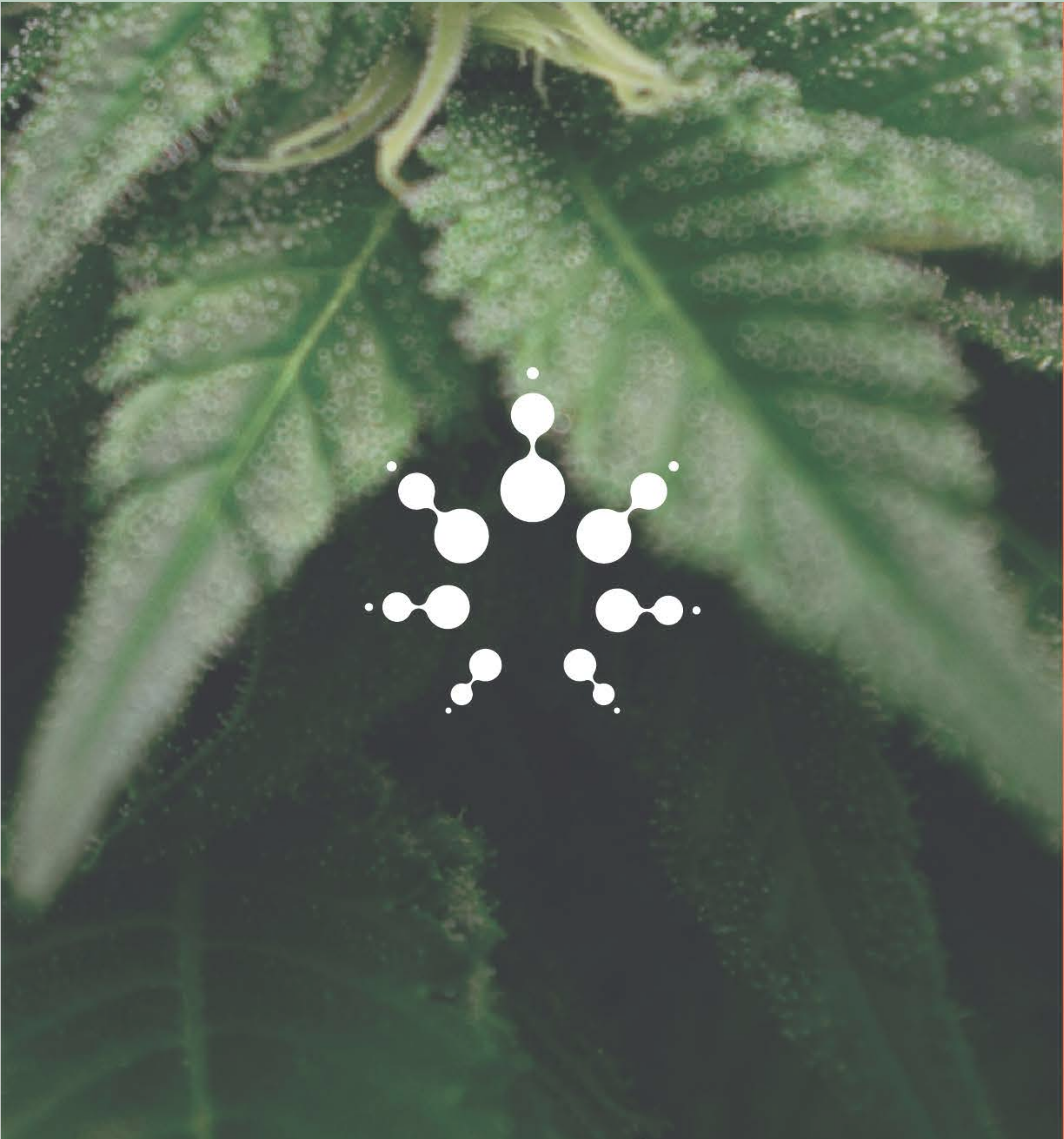
NĀBIXIMOLS
FDA APPROVED



NĀBIXIMOLS
FDA APPROVED



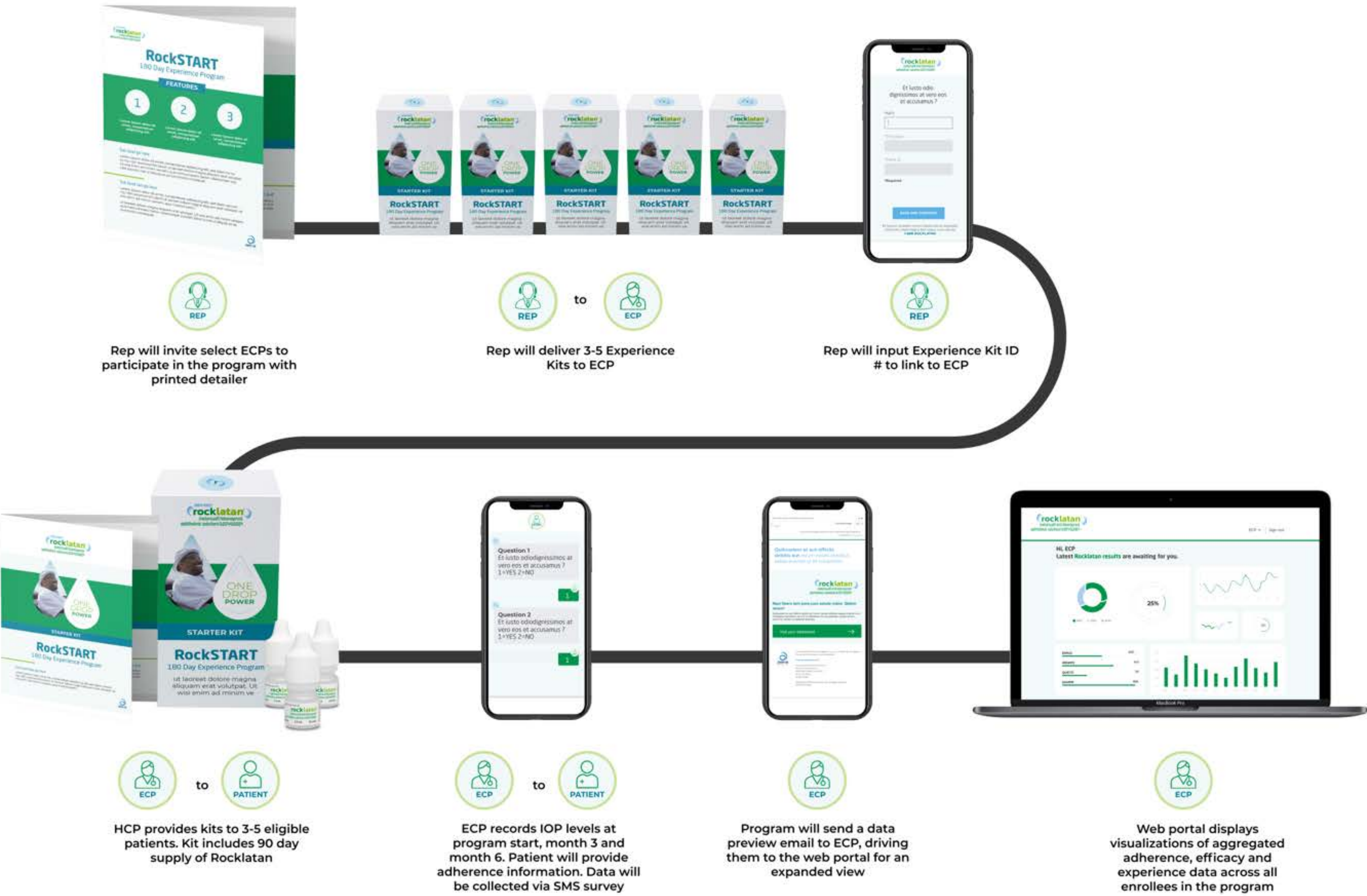
BRAND NAME







AERIE® BRAND REFRESH CONCEPTS AND EMAILS	01
CATEGORY>	02
User interface/User experience and Branding	03
DELIVERABLES>	04
Emails, Conceptual art & Patient Trial Program	05
CLIENT>>	06
Aerie Pharmaceuticals	07
PRODUCT>>	08
Rocklatan® and Rhopressa®	>>09
OBJECTIVE>>>	10
Brand Refresh for phase 3 of the websites	11
SOLUTION>>>	12
Design the new assets look and feel with the concept layouts was the best phased approach.	13
ROLE>>>> Assets optimization, Technical layout, Design layouts, Handoff, Quality Control, Brand refresh concept art	14



Layout

EMAIL SPECS

Date added: June 2020

Layout rules:

Desktop

Width – 600px

Safe area – 556px

Margin left and right – 22px

Padding rules – Increments of 8

Font Stack:

font-family: 'Arial',Helvetica,sans-serif;

Mobile

Width – 320px

Safe area – 290px

Margin left and right – 15px

Padding rules – Increments of 8

Font Stack:

font-family: 'Arial',Helvetica,sans-serif;

PADDING RULES

PADDING RULES

Content

Desktop & Mobile

Top / bottom of content cards: **40px**

CTA button padding-top: **40px**

CTA text link padding-top: **24px**

Typography

Global

H1 padding-bottom: **16px, 24px**

H2 padding-bottom: **8px, 16px, 24px, 40px**

H3 padding-bottom: **8px, 16px, 24px, 40px**

H4 padding-bottom: **8px, 16px, 24px, 40px**

H5 padding-bottom: **8px, 16px, 24px, 40px**

Body padding-bottom: **16px**

CTA Buttons 40px Top and Bottom Padding

Bullet points 8px top and bottom padding, 8px padding indent from the left

Sub-bullet points 8px top and bottom padding, 16px padding indent from the left

Notes

Rule

If elements with bottom padding rules conflict with elements with top padding rules, allow top-padding to override.

Example: H2 (padding-bottom: 16px) followed by CTA button (padding-top: 40px) will result in 40px padding below H2 / above CTA button.

RHOPRESSA COLORS

COLORS

Primary



Rhopressa Blue

#1073D7



Medium Blue

#1073B4



Orange

#F05A28



Dark Gray

#333333



Gradient

#66C3EF to #1073B4

Secondary



Dark Blue

#004236



Light Blue

#66C3EF



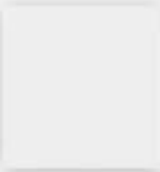
Light Blue (next only)

#1073B4



Medium Gray

#666666



Light Gray

#F0F0F0

AERIE COLORS

COLORS

Primary



Brand Blue

#3498DB



Brand Gray

#333333

ROCKLATAN COLORS

COLORS

Primary



Accessible Green

#008745



Green_OLD

#00954C



Light

#8BC34F



Blue

#5E82E4

Secondary



Aqua

#00709B



Moss

#218587



Pale Green

#CAE09B



Pale Blue

#AEC6F0



Deep Gray

#444444

AERIE- TYPOGRAPHY

Date added: June 2021

Main Content

The primary text styles used throughout your project

H1

H2

H3

H4

LINK (UPPERCASE)

Body - Bold

Body

Reference Footnotes

End Matter

Data

If your project requires unique text styles for data elements (charts, graphs, tables, etc.)

DATA TITLE

Data (medium)

Data (medium italic)

Data (regular)

Data axis

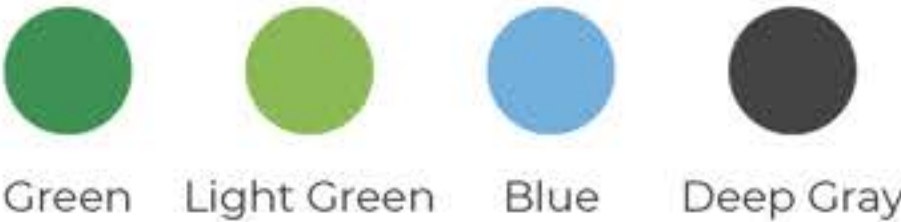
LOGO



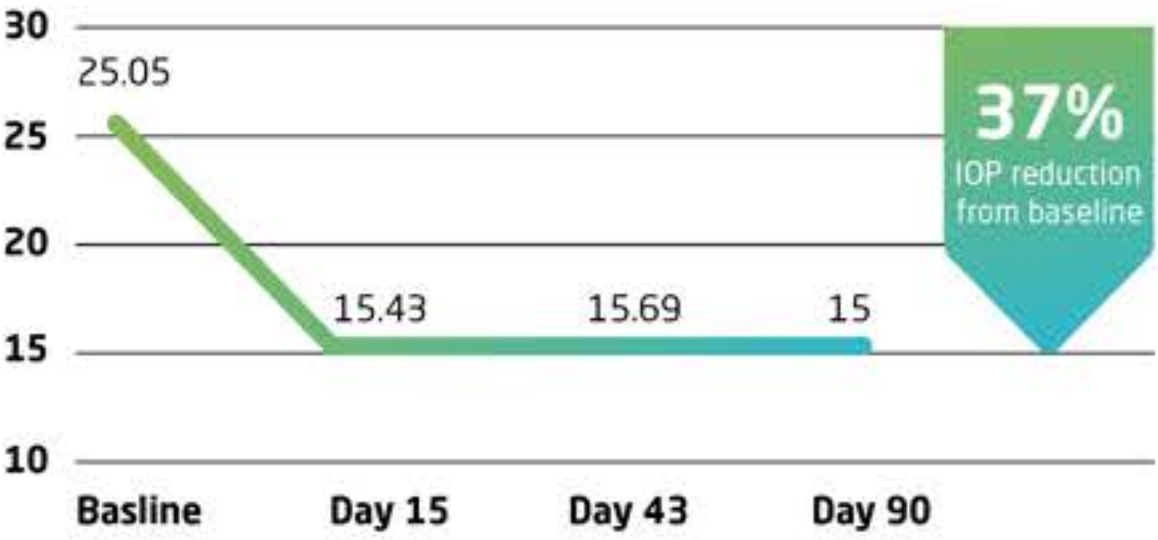
TYPOGRPAHY

Display type - Neo Sans 48px
Titles - Monserrat Light 24px
Subheads - Monserrat SemiBold 16px
Body Copy - Monserrat Regular 14px

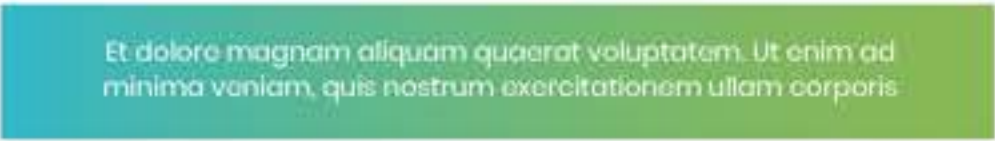
COLOR



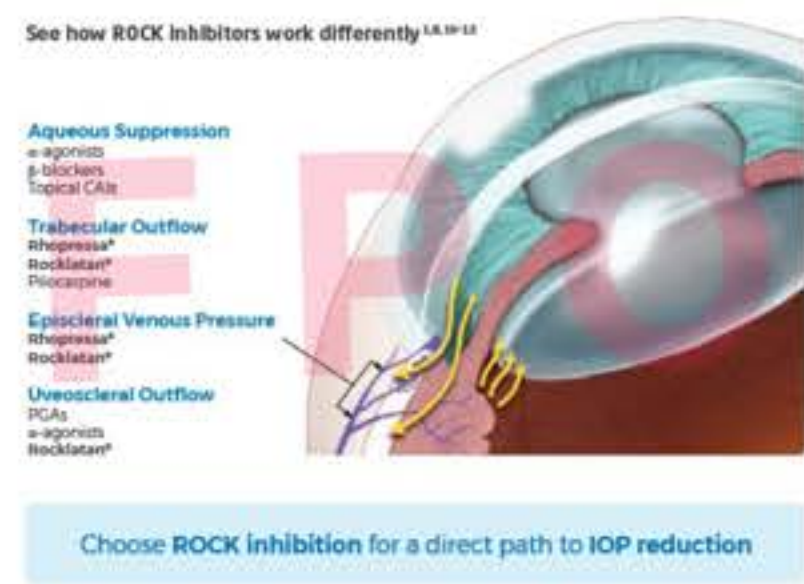
DATA VISUALIZATION



CALLOUT STYLE



MOA



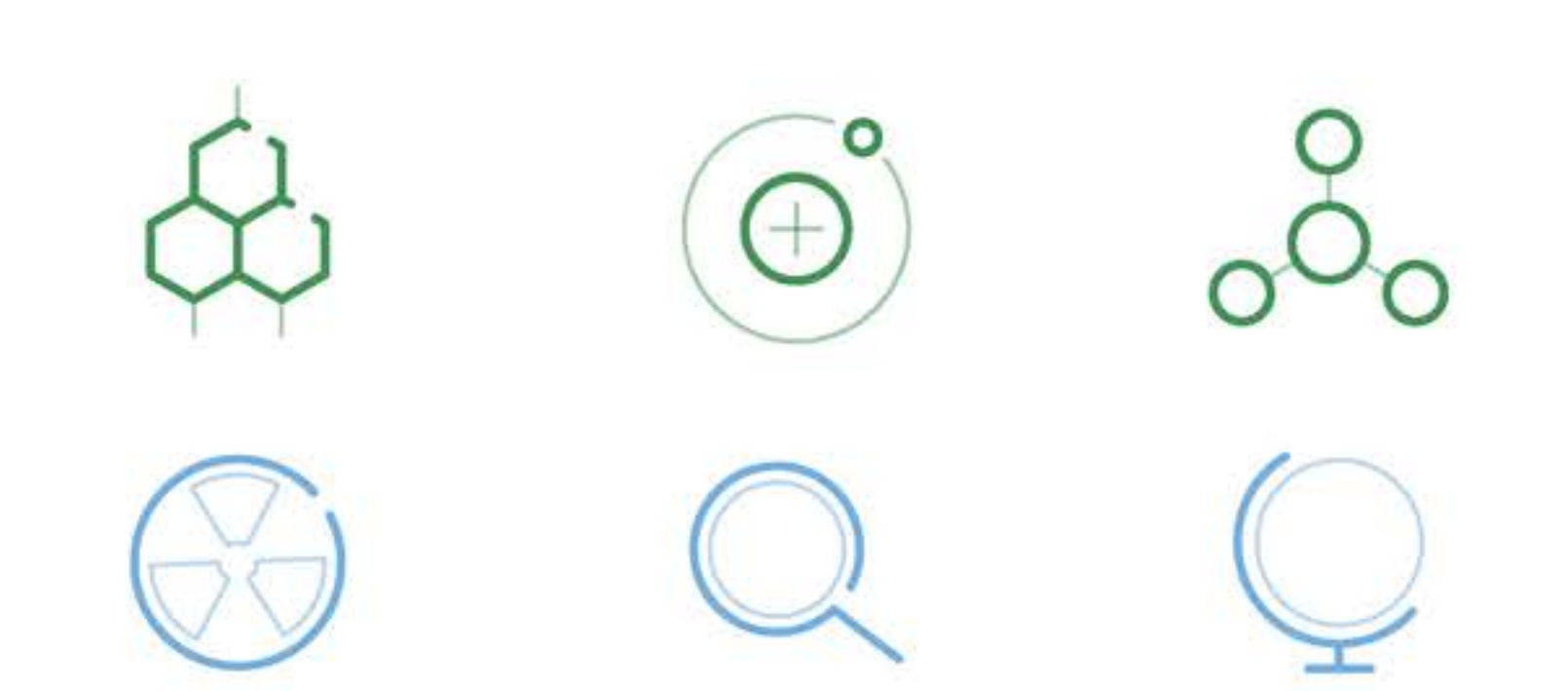
ONE DROP ASSET



PATIENT PHOTOS



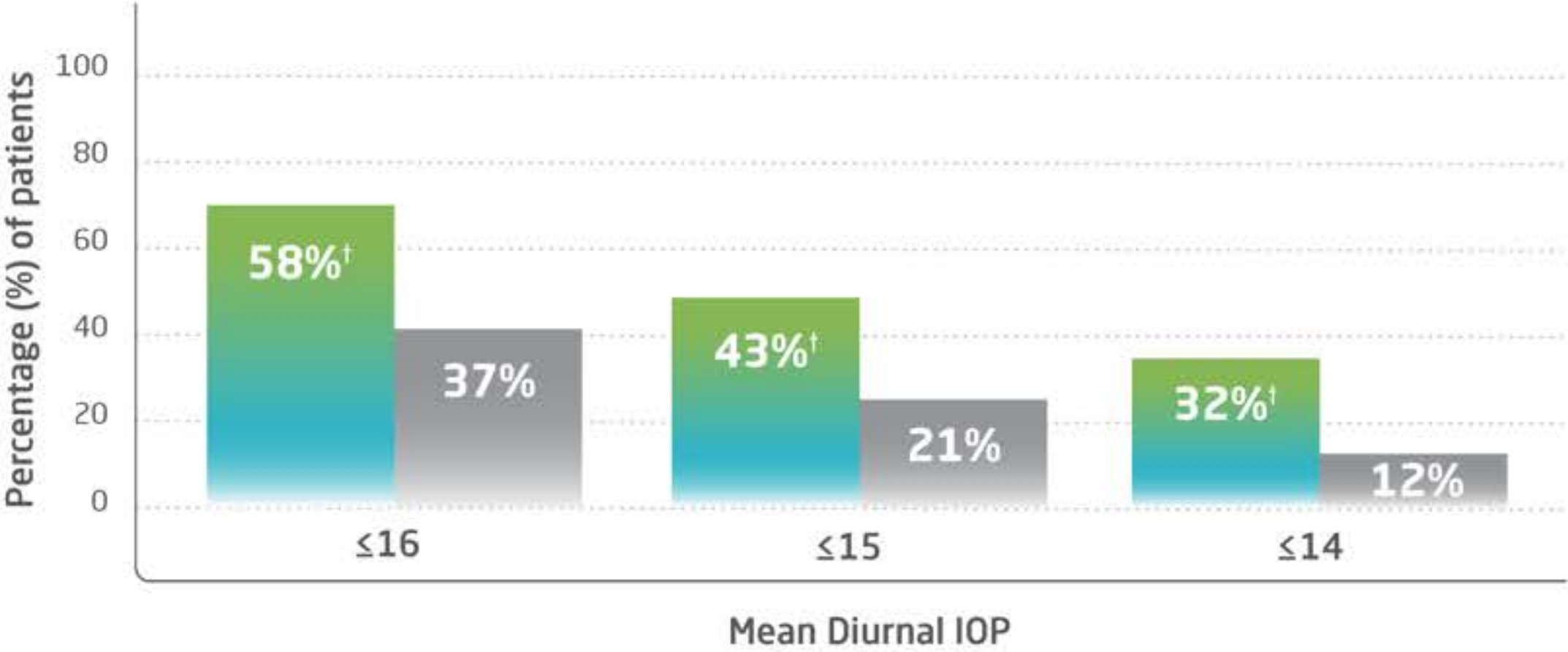
ICONOGRAPHY



CAMPAIGN



NAME OF THE CHART ONE



NAME OF THE CHART TWO

Two first-in-class agents come together to lower IOP by 37%.

ONE POWERFUL DROP

for maximum outflow

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ROCKLATAN
(netarsudil and latanoprost)
ophthalmic solution 0.02%/0.005%

COVER

Sed ut perspiciatis unde omnis iste beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste beatae



Mean Diurnal IOP	Reduction (%)
≤16	58% (green), 37% (grey)
≤15	43% (green), 21% (grey)
≤14	32% (green), 12% (grey)

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MERCURY-1 [®] (12-month duration, US only, ITT population)	MERCURY-2 [®] (3-month duration, US and Canada, ITT population)	*European Phase 3B [®] (6-month duration, Europe, ITT population)
Primary Efficacy Endpoints^{1,2,3}: * Mean IOP at 9 time points (8:00 AM, 10:00 AM, 4:00 PM at Week 2, Week 6, and Month 3)		



Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem



ROCKLATAN
(netarsudil and latanoprost)
ophthalmic solution 0.02%/0.005%

3

EFFICAY PAGE

LOGO



TYPOGRPAHY

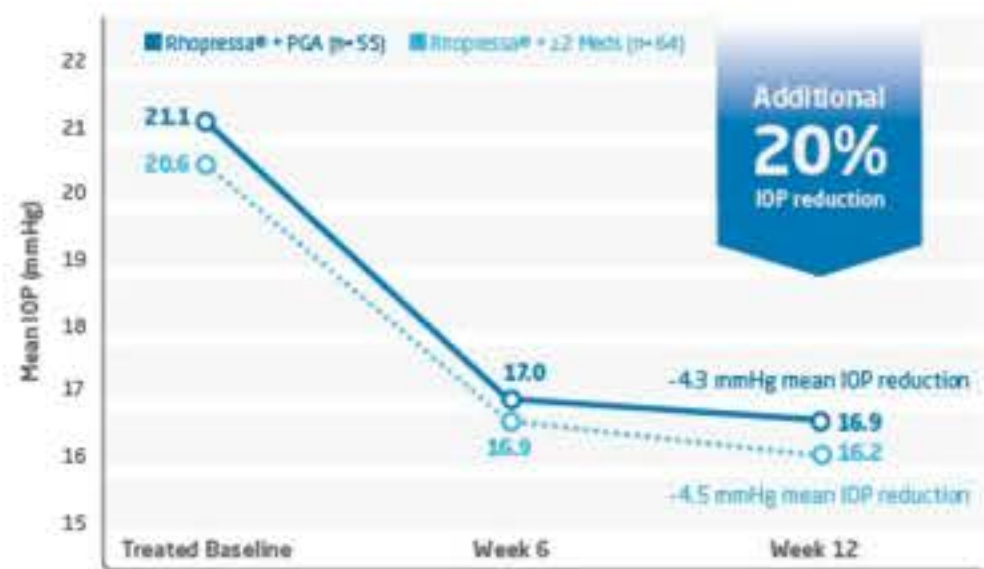
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Titles - Monserrat Light 24px
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Body Copy - Monserrat Regular 14px

COLOR



DATA VISUALIZATION

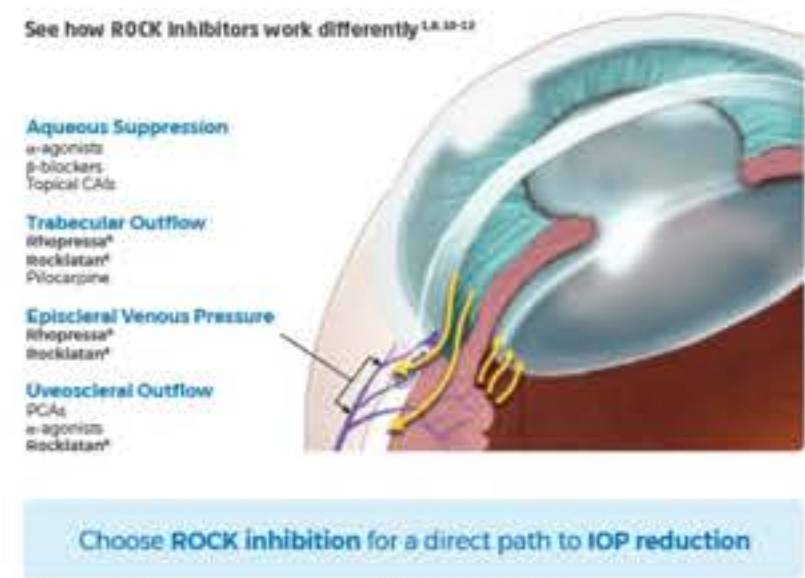
Real-world Multi-center Open-label Study (M.O.S.T.) Mean IOP (mmHg) over 12 weeks²:



CALLOUT STYLE



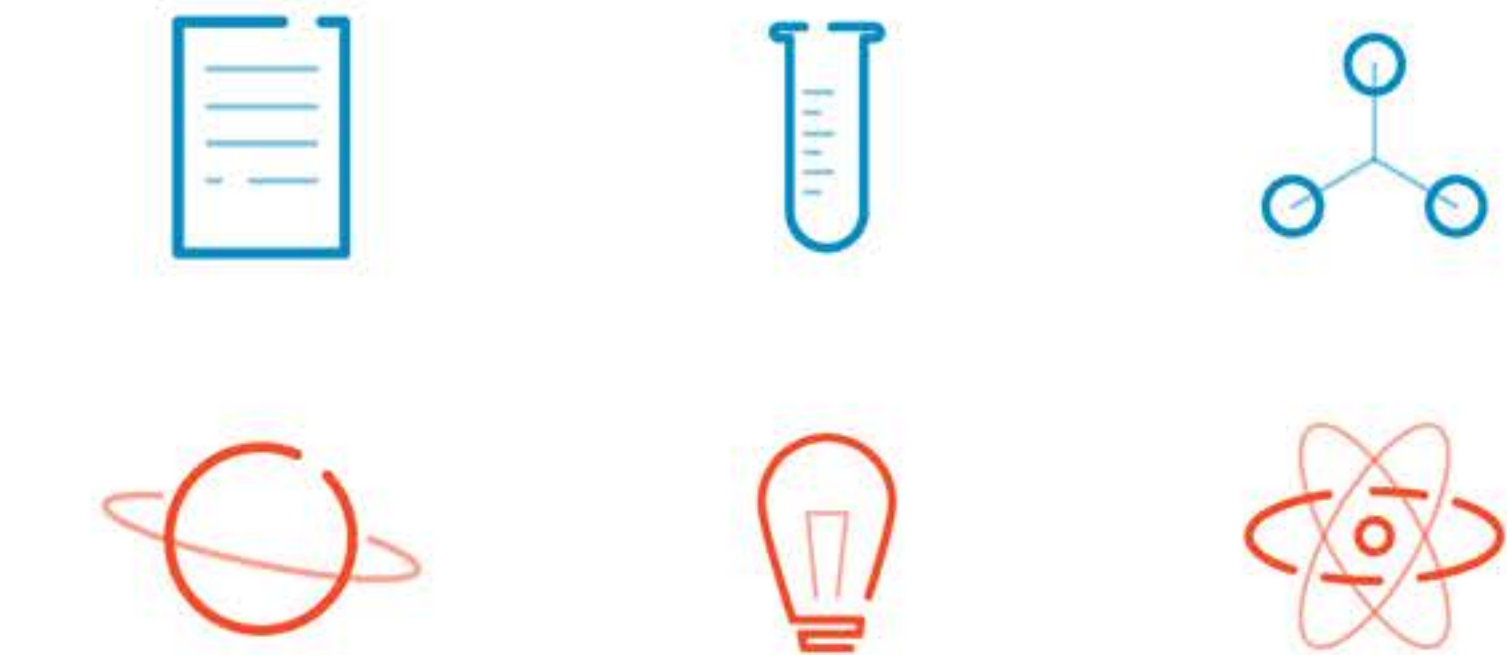
MOA



PATIENT PHOTOS



ICONOGRAPHY



ONE DROP ASSET



CAMPAIGN





See the
unexpected

Consistently Low IOP

with once-daily Rhopressa, achieve the unexpected with consistent **20% IOP reduction** regardless of current regimen or starting pressure.

rhopressa®
(netarsudil ophthalmic solution) 0.02%

rhopressa®
(netarsudil ophthalmic solution) 0.02%

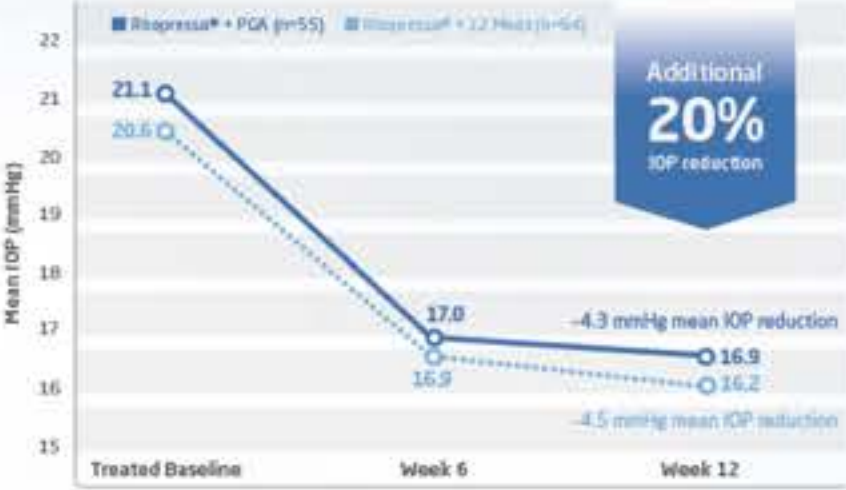
COVER

Sed ut **perspiciatis unde vitae dicta sunt explicabo**

rhopressa®
(netarsudil ophthalmic solution) 0.02%

Sed ut perspiciatis unde omnis iste beatae vitae

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatemads sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



rhopressa®
(netarsudil ophthalmic solution) 0.02%

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Study design: Rhopressa® M.O.S.T.

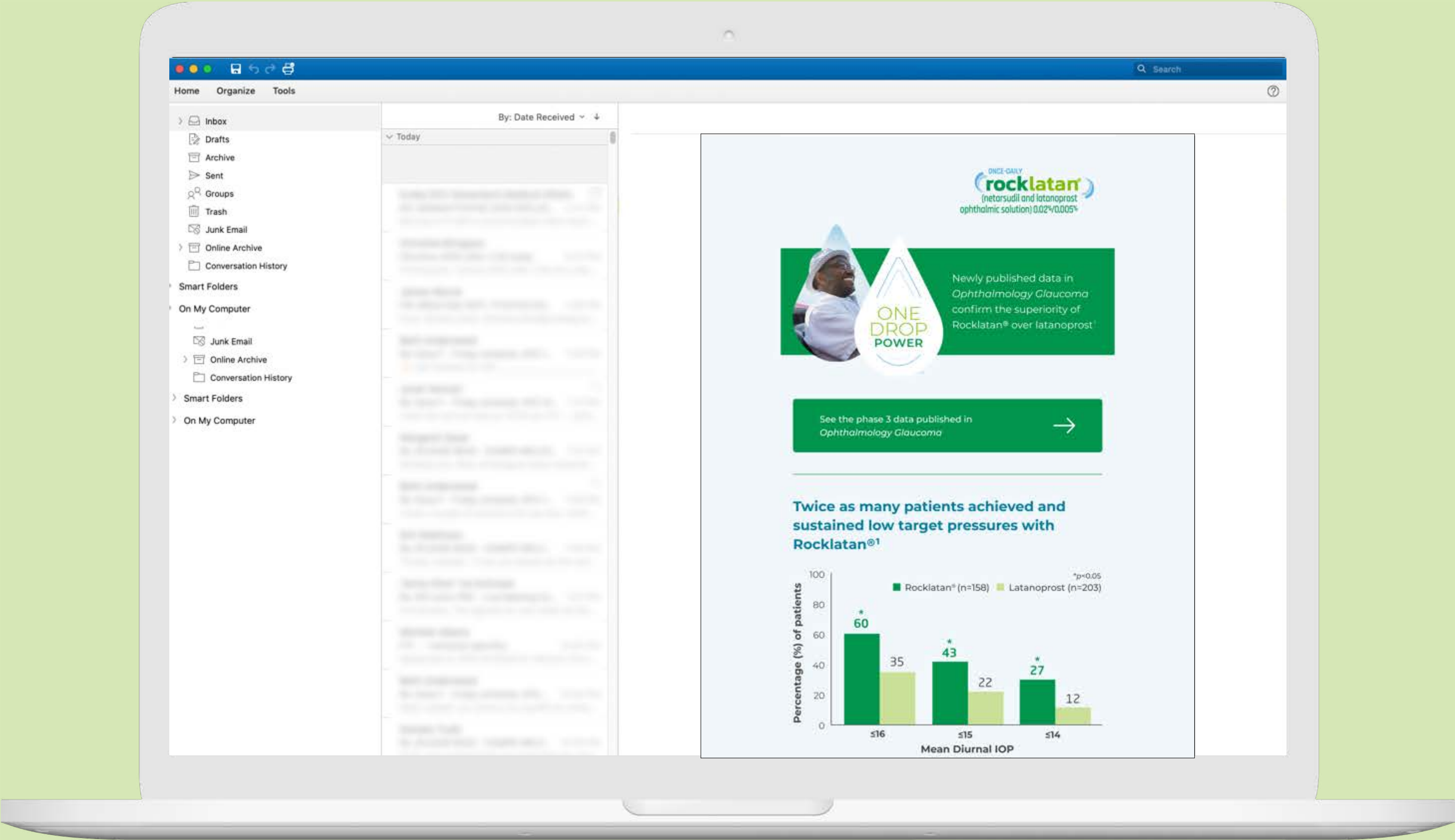
M.O.S.T. (12-week), prospective, multi-center, non-comparative, open-label study of 260 subjects diagnosed with OAG or OHT.

Endpoint	Primary Endpoint	Secondary Endpoint
Primary Endpoint	Percent change from BL in mean IOP at Week 12	Change from BL in mean IOP at Week 12
Secondary Endpoint		Mean IOP at Week 12

Aspernatur aut odit aut fugit, sed quia

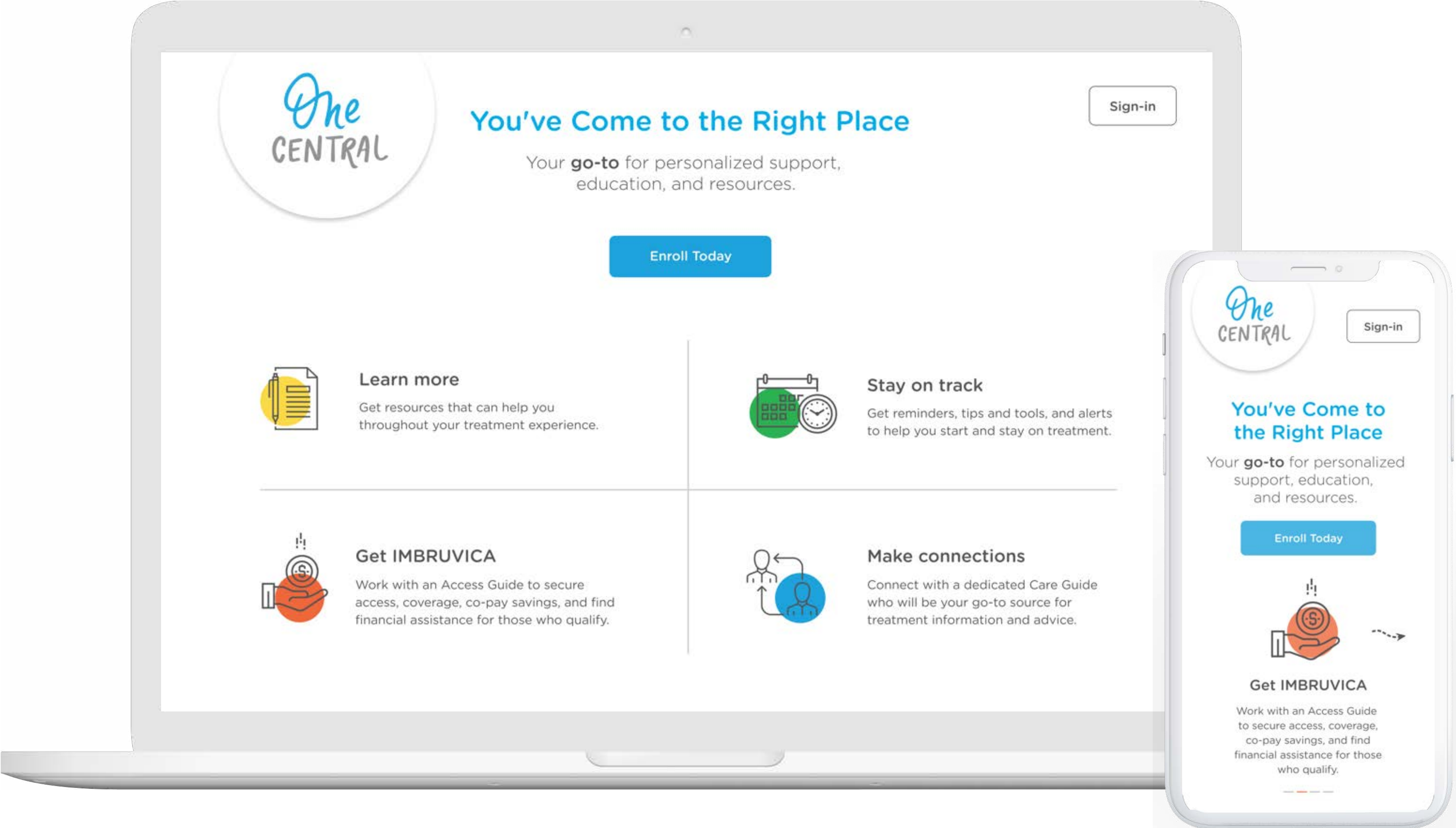
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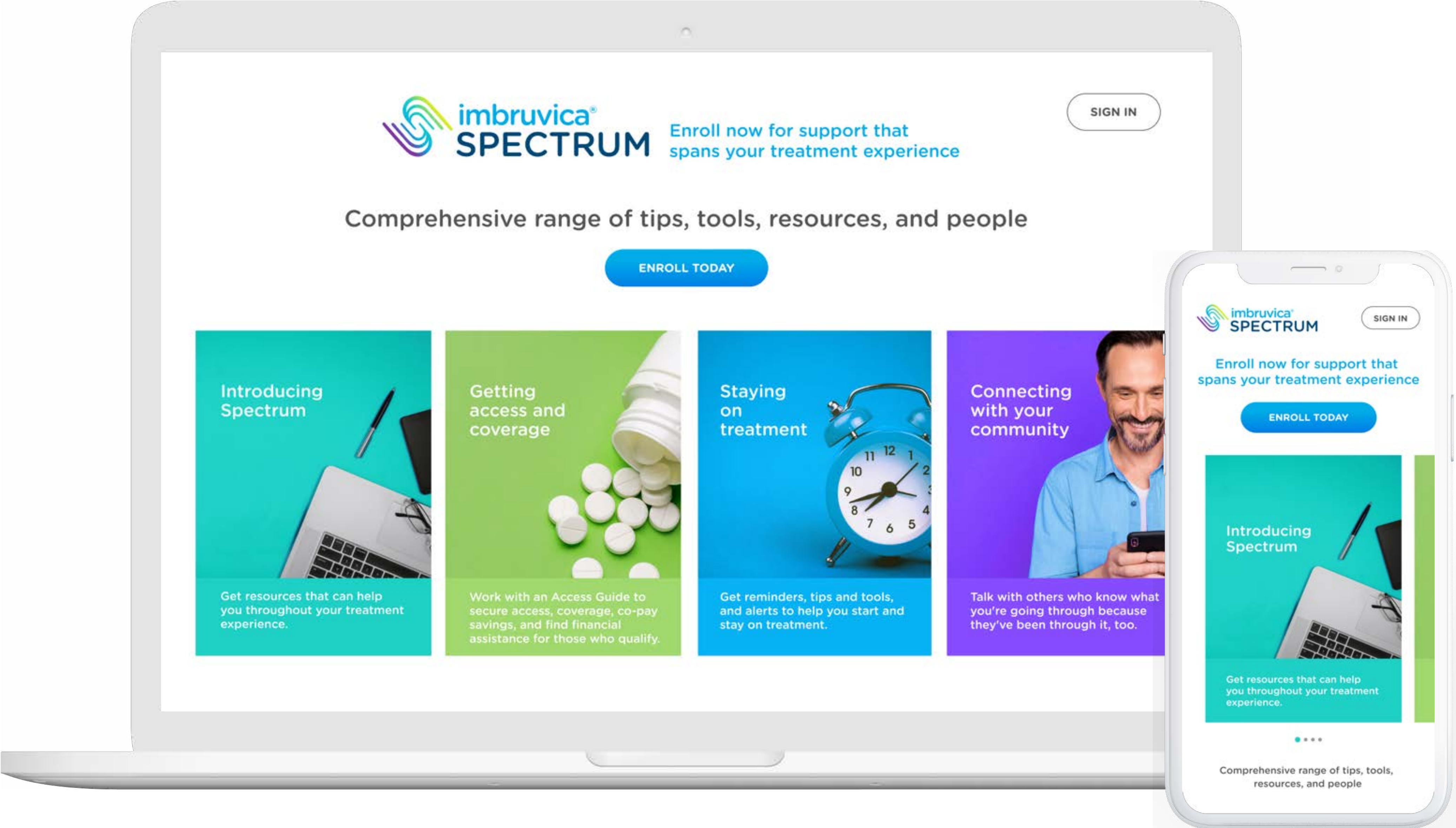
EFFICAY PAGE

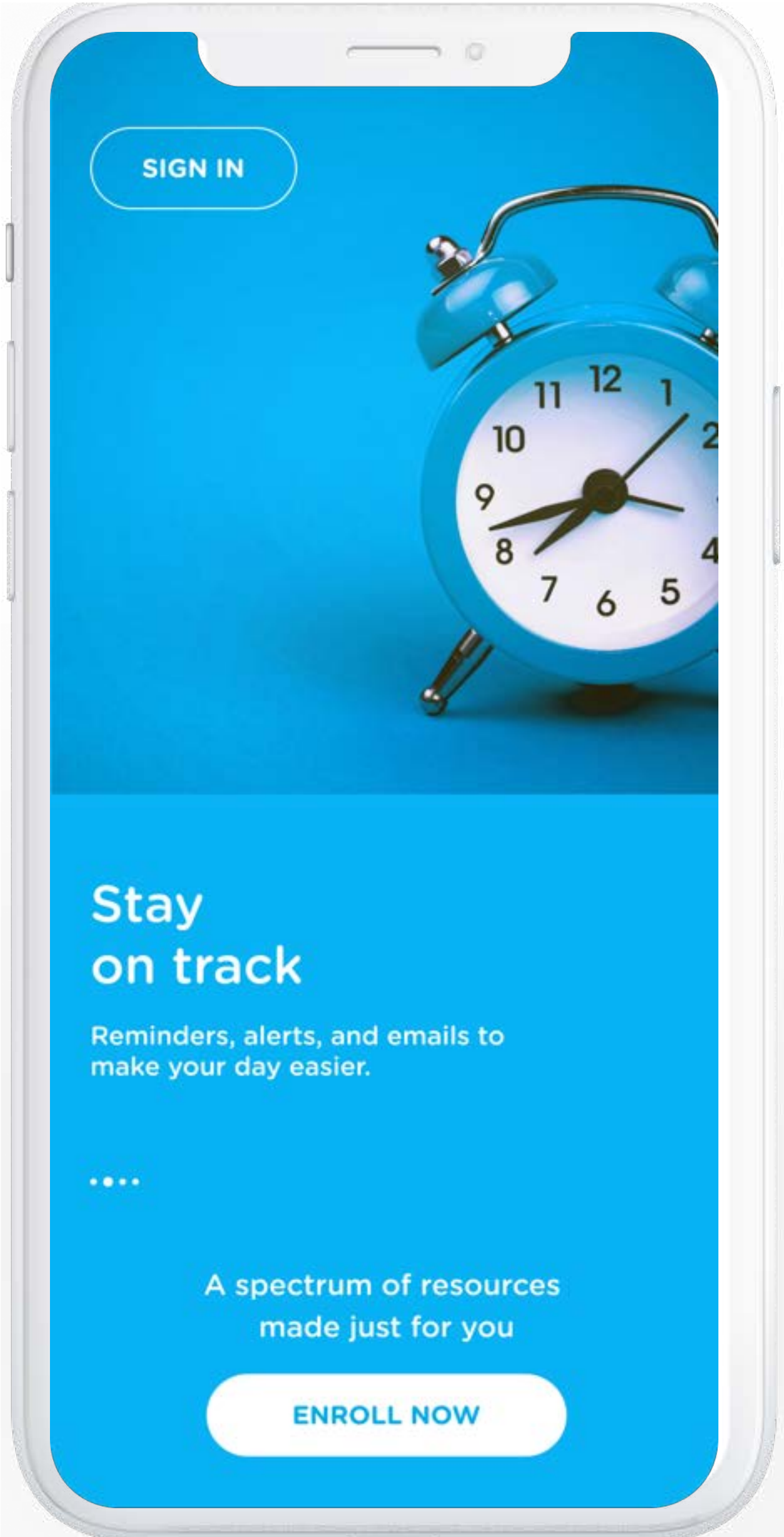
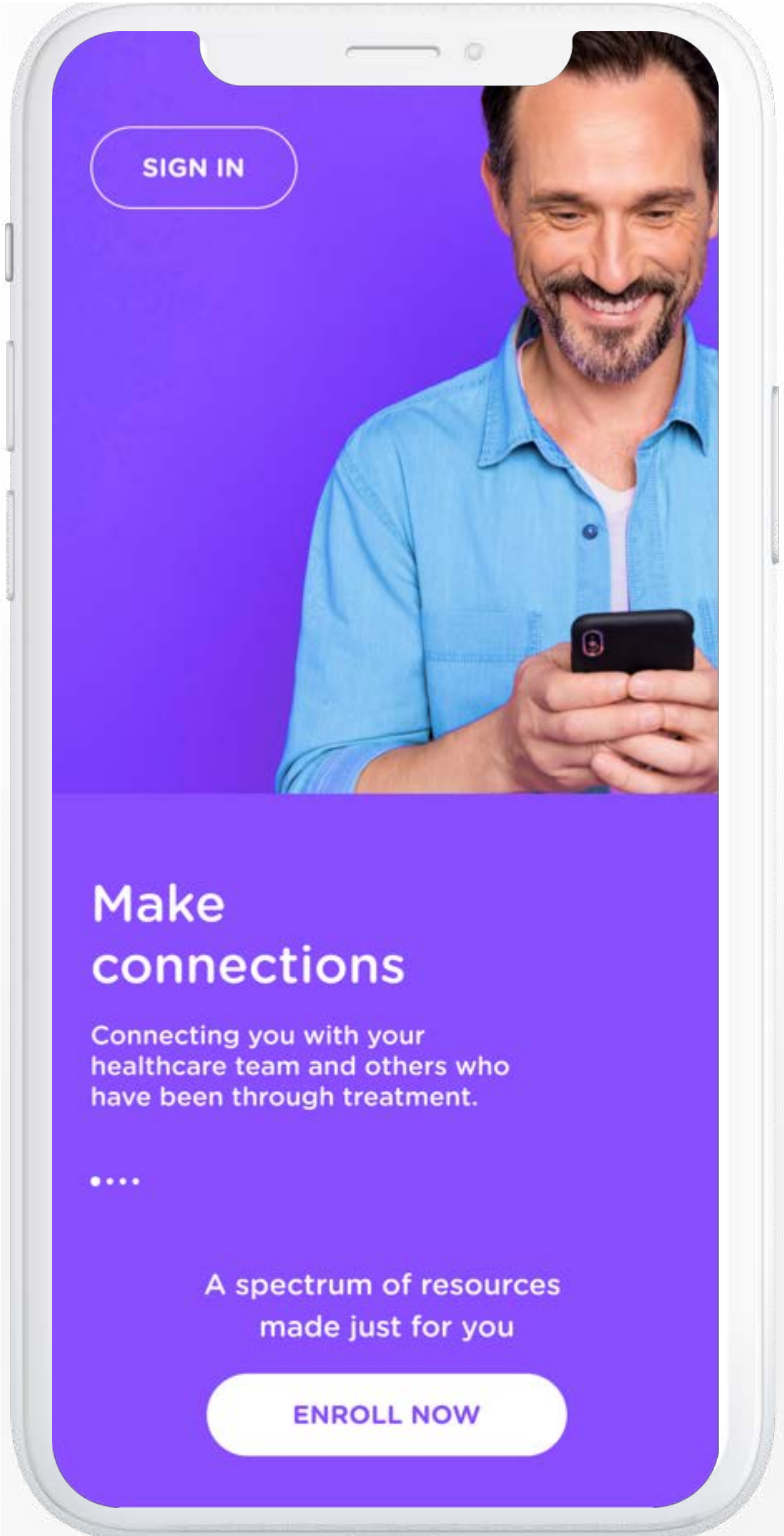


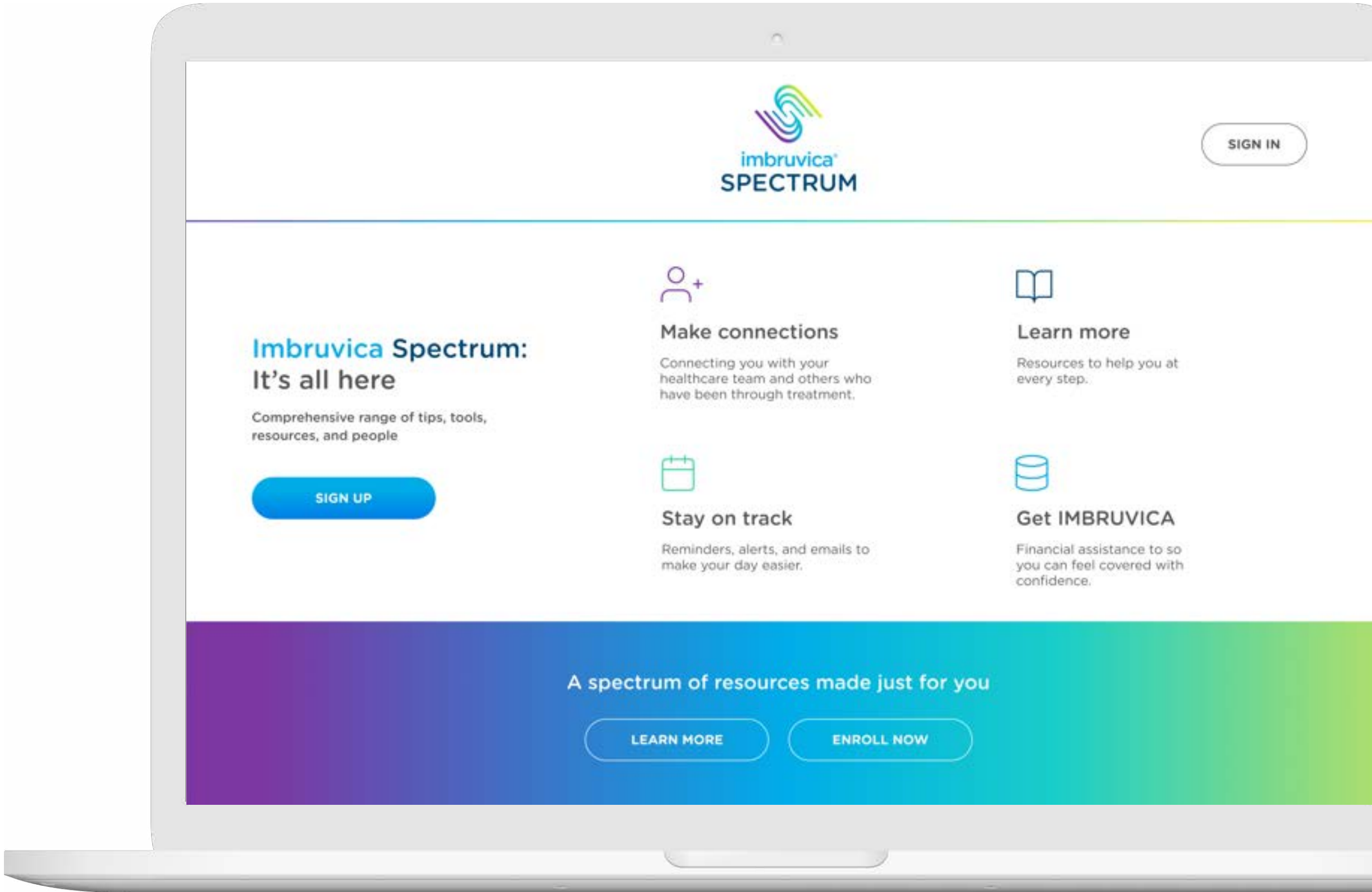
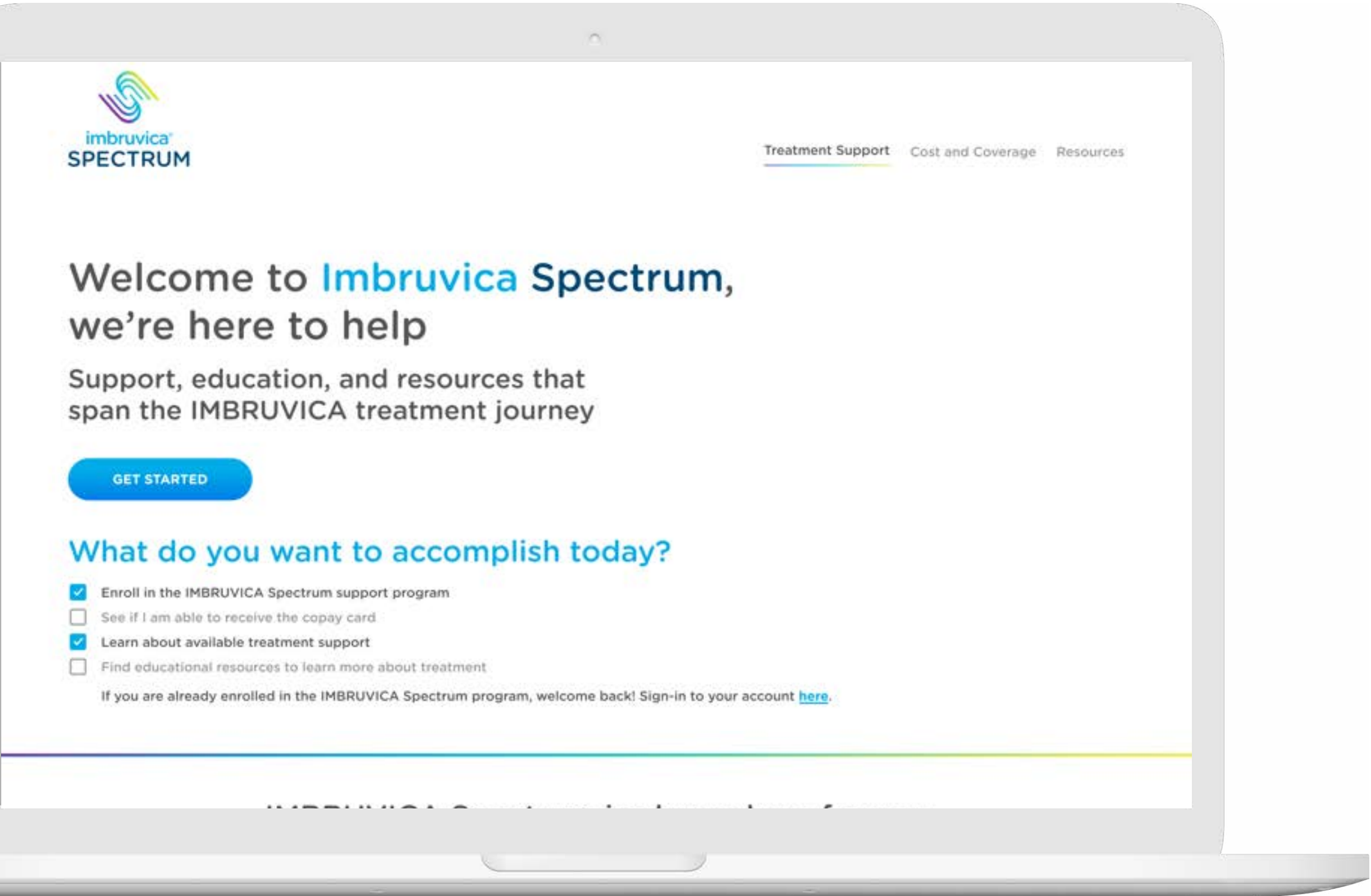


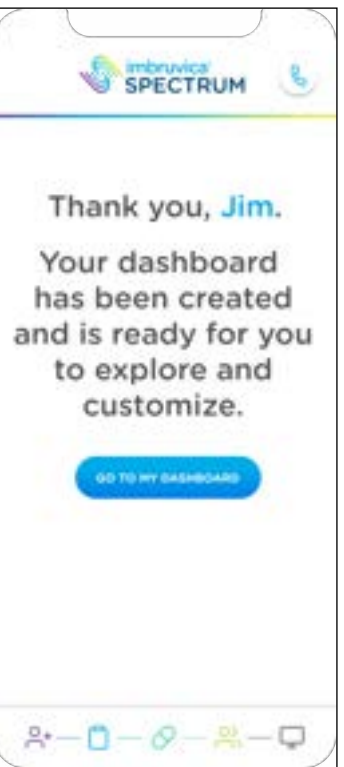
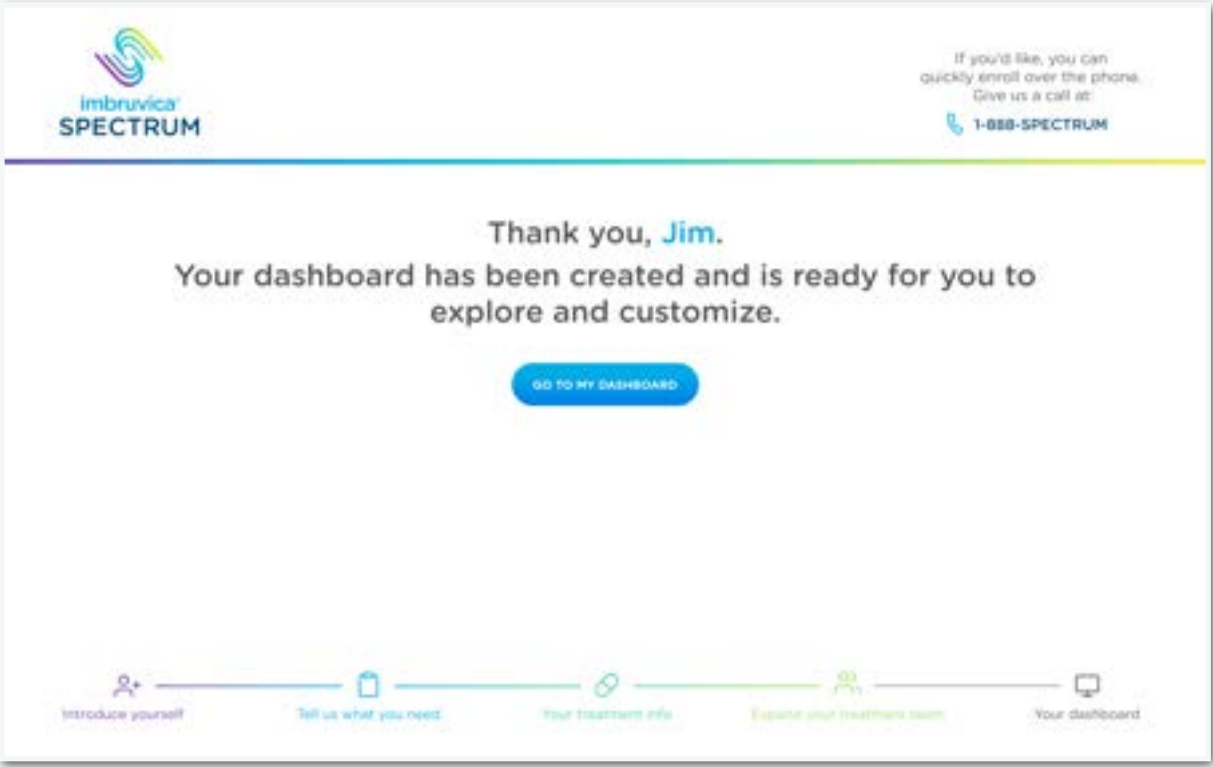
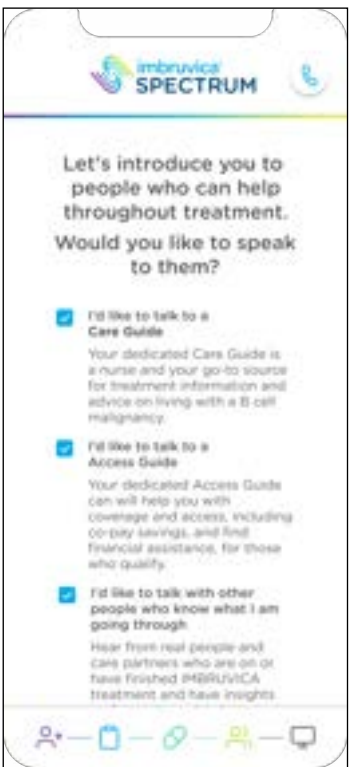
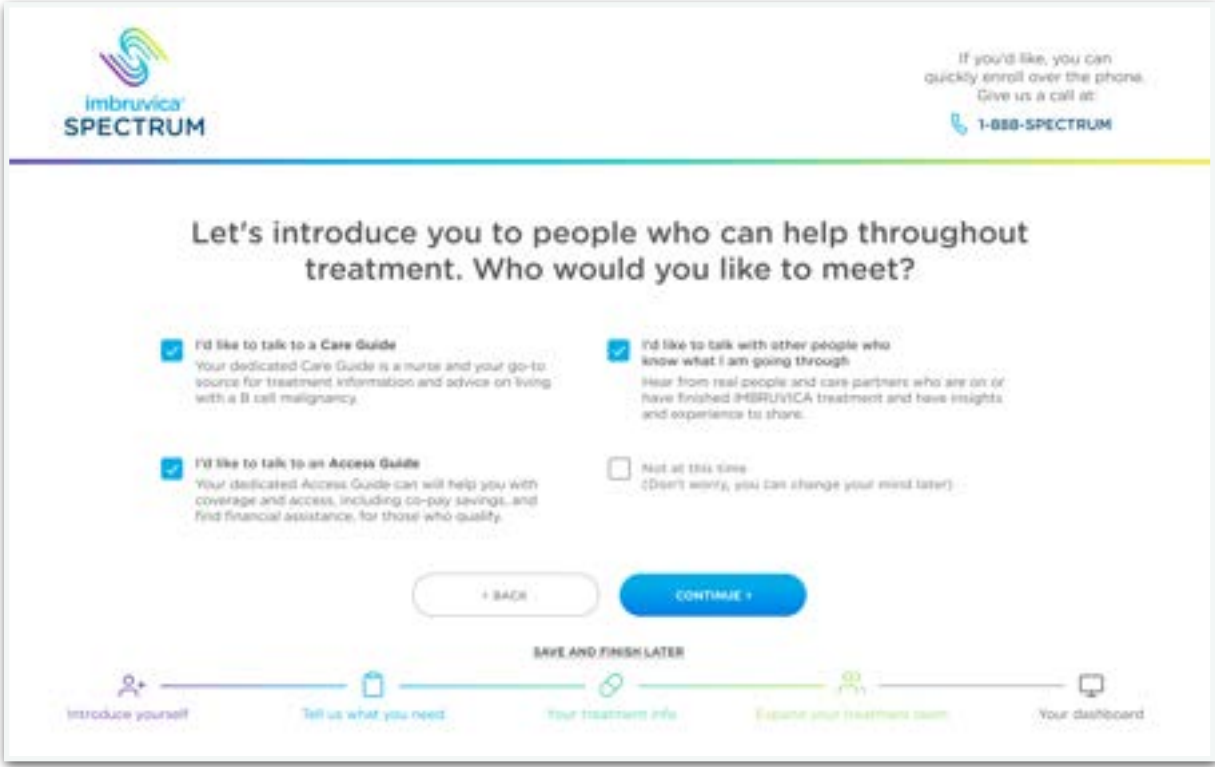
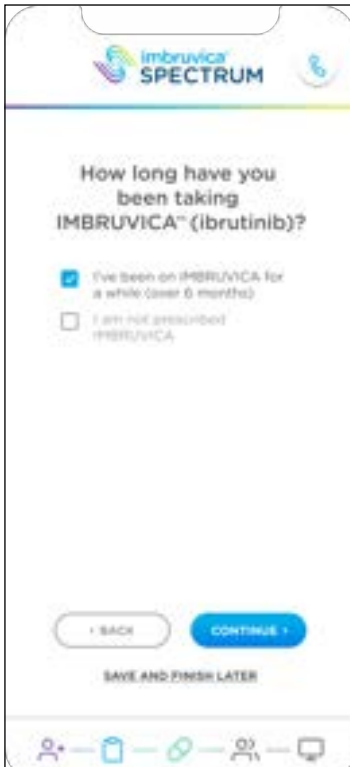
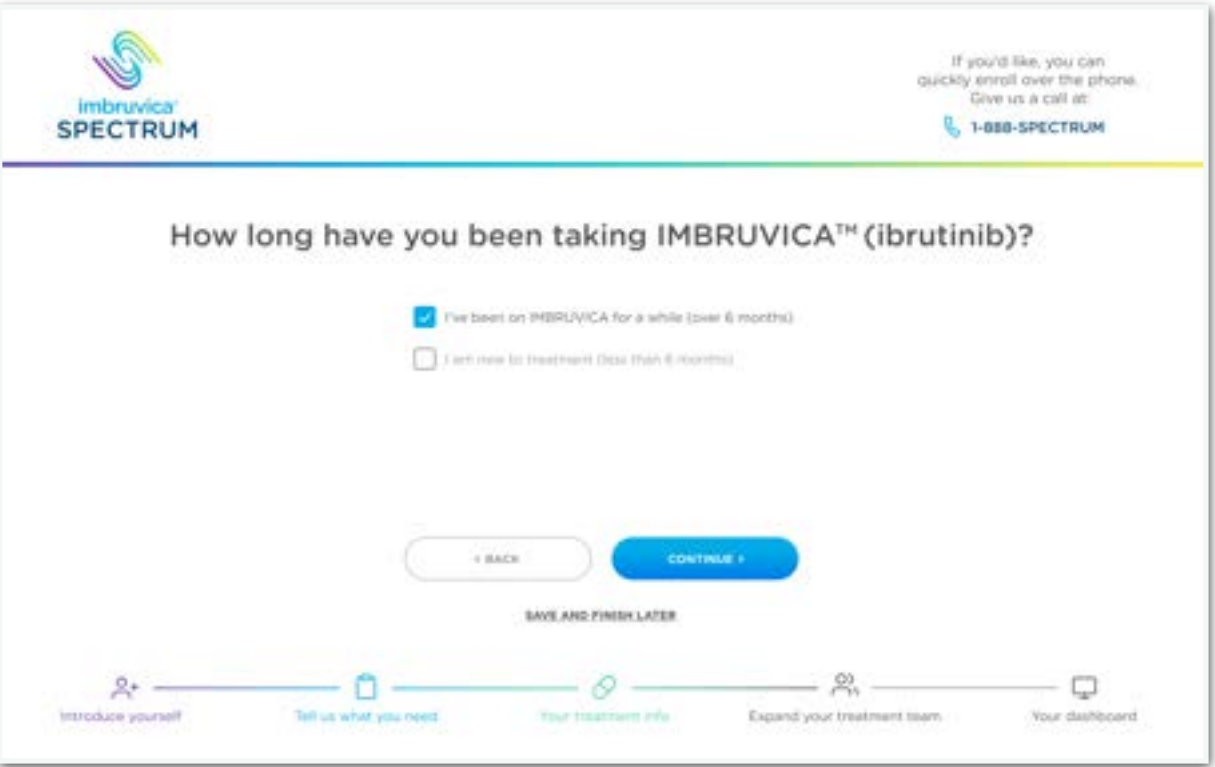
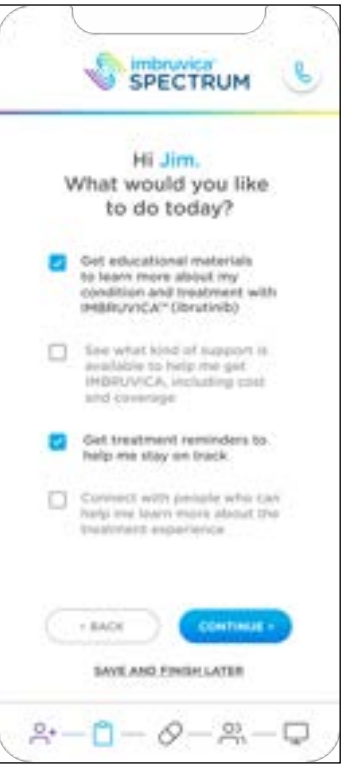
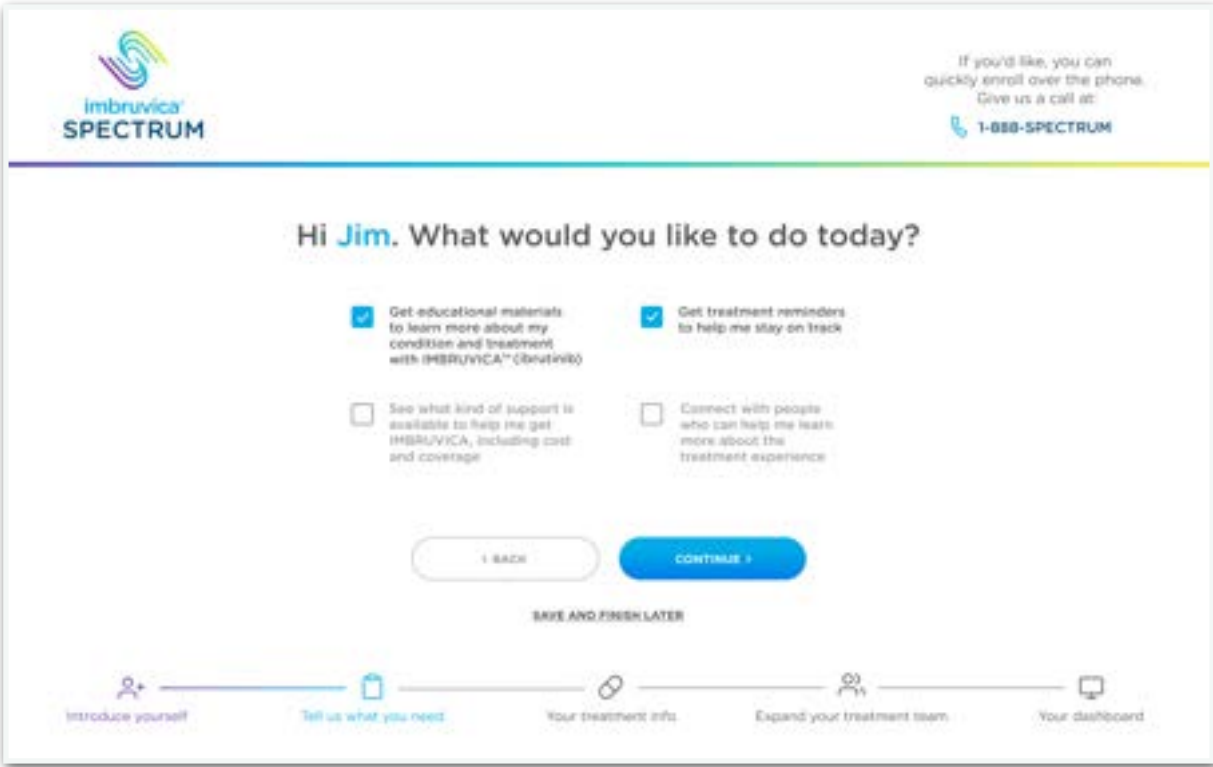
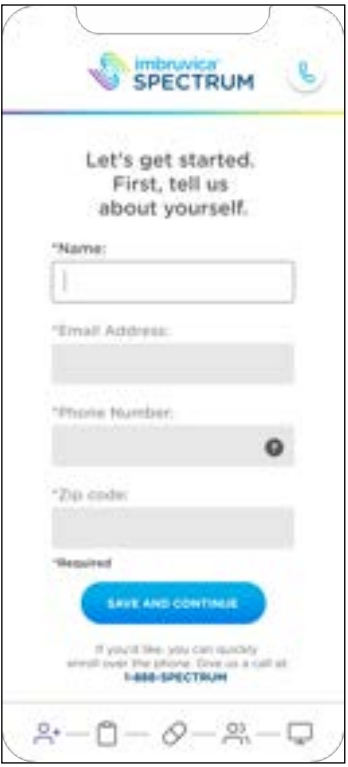
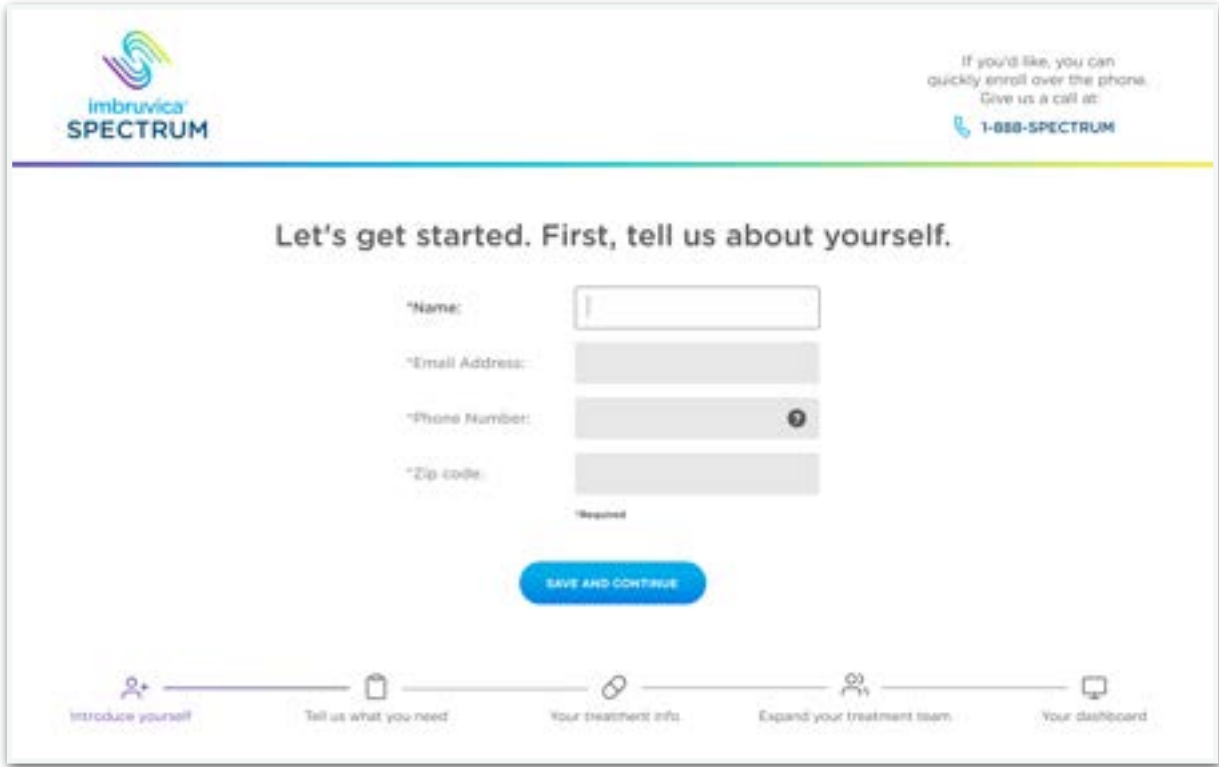
IMBRUVICA® WEBSITE AND MOBILE APP	01
CATEGORY>	02
User Interface and User Experience Design	03
DELIVERABLE>	04
Website and Mobile application experience design	05
CLIENT>>	06
Pharmacyclics LLC and Janssen Biotech, Inc.	07
PRODUCT>>	08
IMBRUVICA®	09
OBJECTIVE>>>	>> 10
Pitch Concept- Across the continuum of care: Care should exist on a continuum that coordinates a series of interconnected actions for a team of patients, care partners, and the HC practice across an extended period of time. Create a meaningful, stand-out brand experience that captures and holds attention	11
SOLUTION>>>	12
Making the experience truly user friendly	13
ROLE>>>> Website layout and Mobile app responsive design, Technical layout, Slide deck design for the pitch	14













PFIZER - MYOVANT SCIENCES

CATEGORY>
Branding, Strategy and Packaging

DELIVERABLE>
Packaging with a launch magazine.

CLIENT>>
Myovant Sciences

PRODUCT>>
Myfembree® - Relugolix

OBJECTIVE>>>
A significant comfort zone with Uterine Fibroids & Endometriosis

SOLUTION>>>
Relugolix is the only tablet packed with the right science to reinstate hormonal balance, providing patients with predictable control over their UF/ENDO symptoms & ObGyns with improved practice efficiency.

ROLE>>>> Concept design, Launch magazine design, product pack with strategy design

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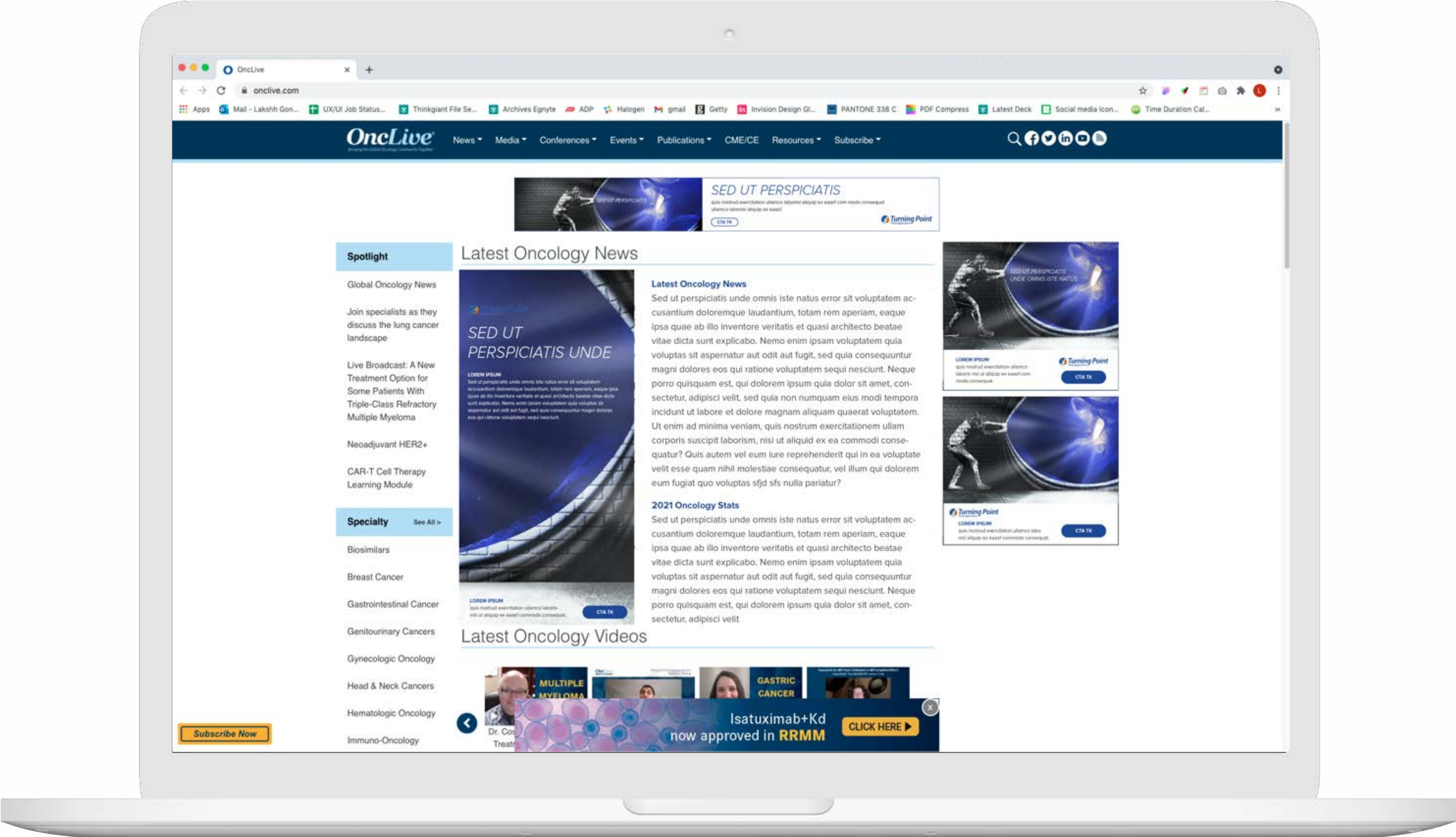




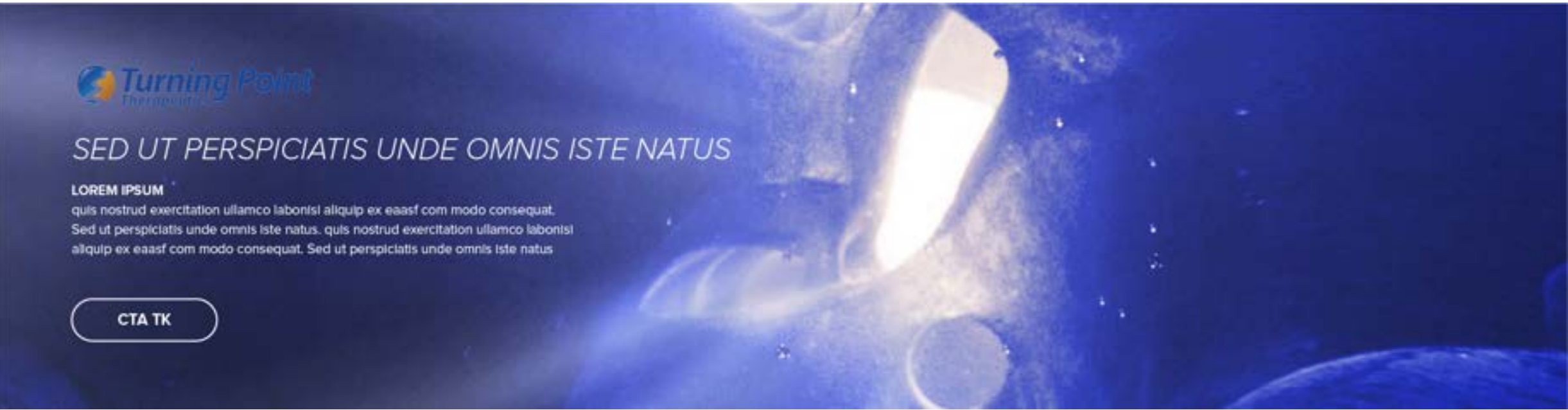




TURNING POINT THERAPEUTICS BANNER ADS	01
CATEGORY>	02
Interaction Design, Branding	03
DELIVERABLE>	04
Banner Ads drivers	05
CLIENT>>	06
Turning Point Therapeutics, Inc.	07
PRODUCT>>	08
TPT ROS1+ NSCLC	09
OBJECTIVE>>>	10
Pitch Concept- Introducing Turning Point Therapeutics, creating new access to the ATP binding pocket. Outmaneuvering, out-engineering, and outsmarting solvent-front and gatekeeper mutations, to avoid TKI resistance for as long as possible. This is how you deliver uninterrupted treatment benefit.	11
SOLUTION>>>	>> 12
Creating new access to the ATP binding pocket and my role was to translate the unbranded concept into banner ad drivers	13
ROLE>>>> Creating digital banners ads for various sizes, Technical layout, slide deck design the pitch	14



970px X 250px



728px X 90px



300px X 250px



300px X 600px





TAKEDA - GATTEX

CATEGORY>
Branding and concept art

DELIVERABLE>
Logo design and concept art

CLIENT>>
Takeda

PRODUCT>>
Gattex

OBJECTIVE>>>
Pitch Concept- Thinking outside the IV bag.

SOLUTION>>>
Think Outside the box logo and concept art work there by solving the digestive issues of personas.

ROLE>>>> Logo design, photoshop concept art, branding, image searches and Adlobs layout exploration

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Think you're in the clear after bowel resection surgery?

THINK
OUTSIDE
THE BAG

After the ordeal of surgery, the last thing you want to take on is another ongoing burden. But if you're not steadily reducing your need for IV feeding (parenteral support), it could be a sign of short bowel syndrome, or SBS. Early detection and management

Learn more at THINKSBS.COM

When it comes to getting ahead of short bowel syndrome (SBS)

THINK
OUTSIDE
THE BAG

Following bowel resection surgery, inadequate gut absorption may be about more than what's inside the IV bag. A patient's inability to reduce PS dependence could be a sign of SBS. Is it time to think outside the bag and start thinking SBS?

Learn more at THINKSBS.COM





MEI THERAPEUTICS - SOICAL TACTICS

CATEGORY>
Interaction Design, Branding

DELIVERABLE>
Corporate and Product Social Tactics

CLIENT>>
MEI Therapeutics

PRODUCT>>
PI3K

OBJECTIVE>>>
Pitch Concept- Two sides of PI3K

SOLUTION>>>
Creating product integration on the MEI corporate social platforms and drive audiences to PI3K awareness.

ROLE>>>> Creating digital banners ads for various sizes, Technical layout, slide deck, LinkedIn live page design the pitch

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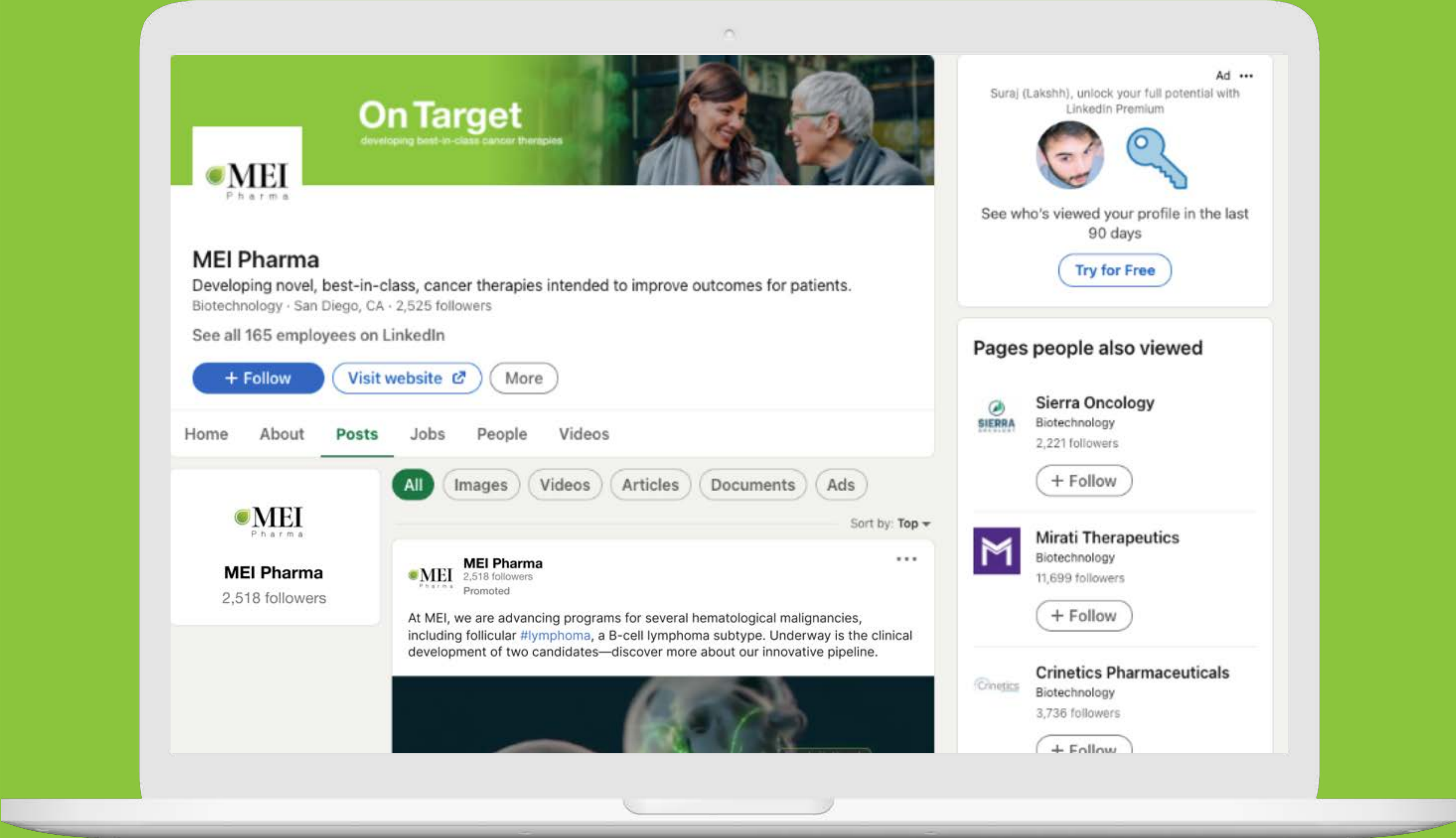
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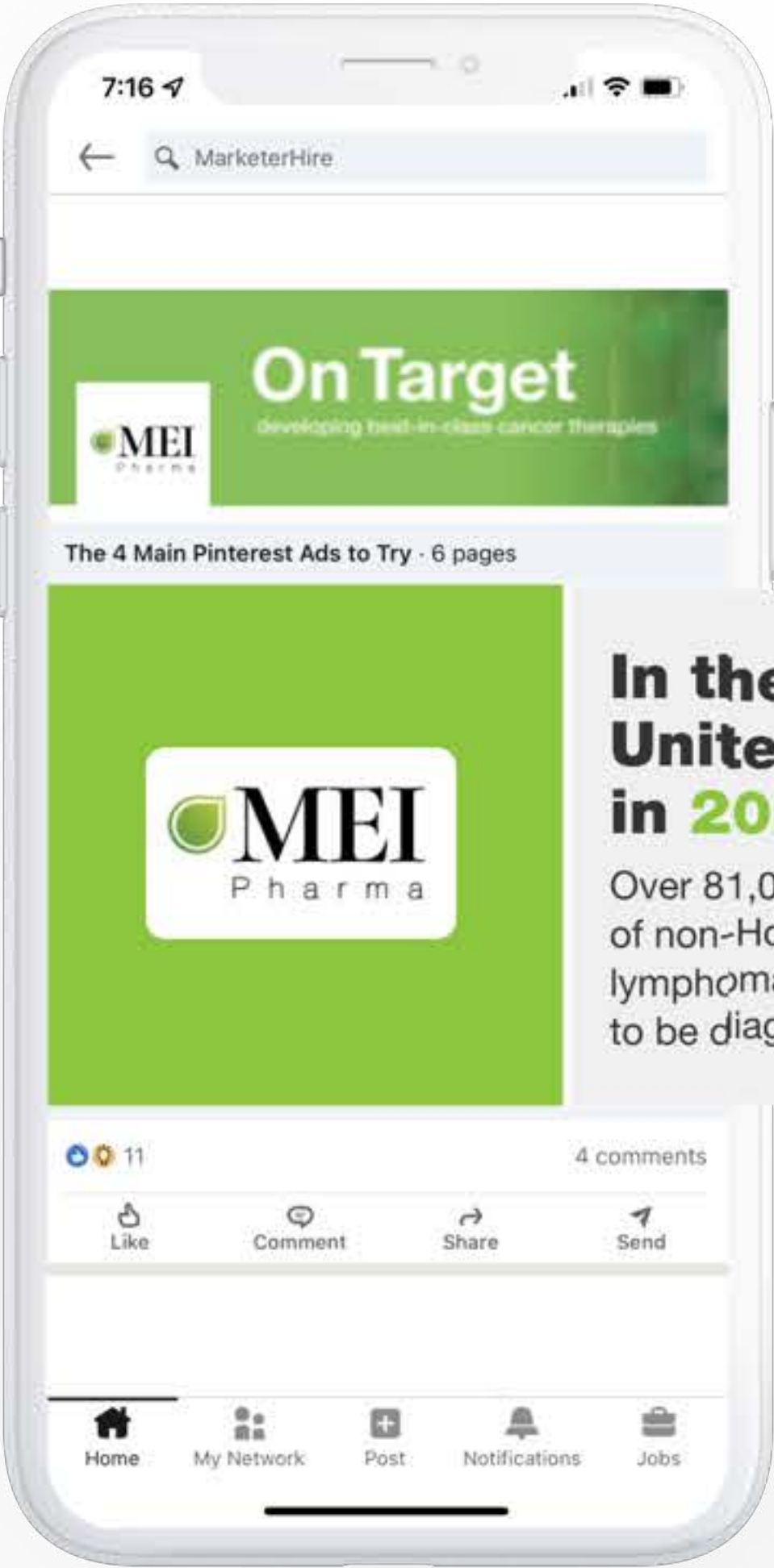
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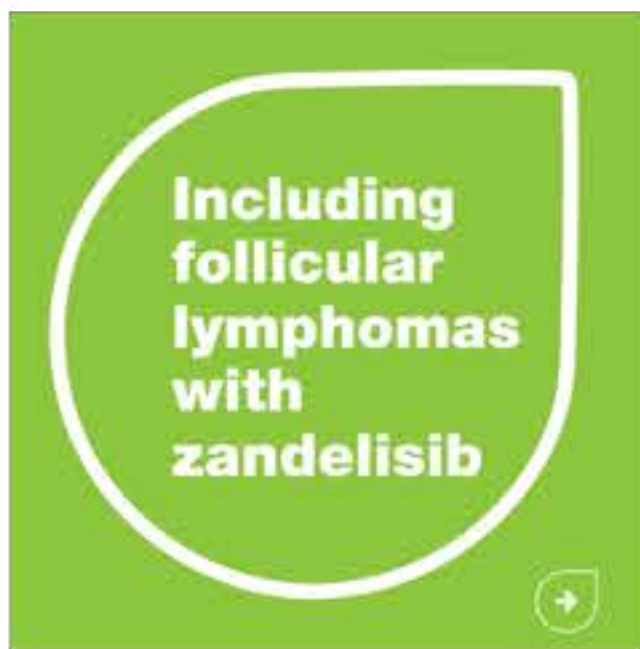


The 4 Main Pinterest Ads to Try - 6 pages



In the United States in 2021

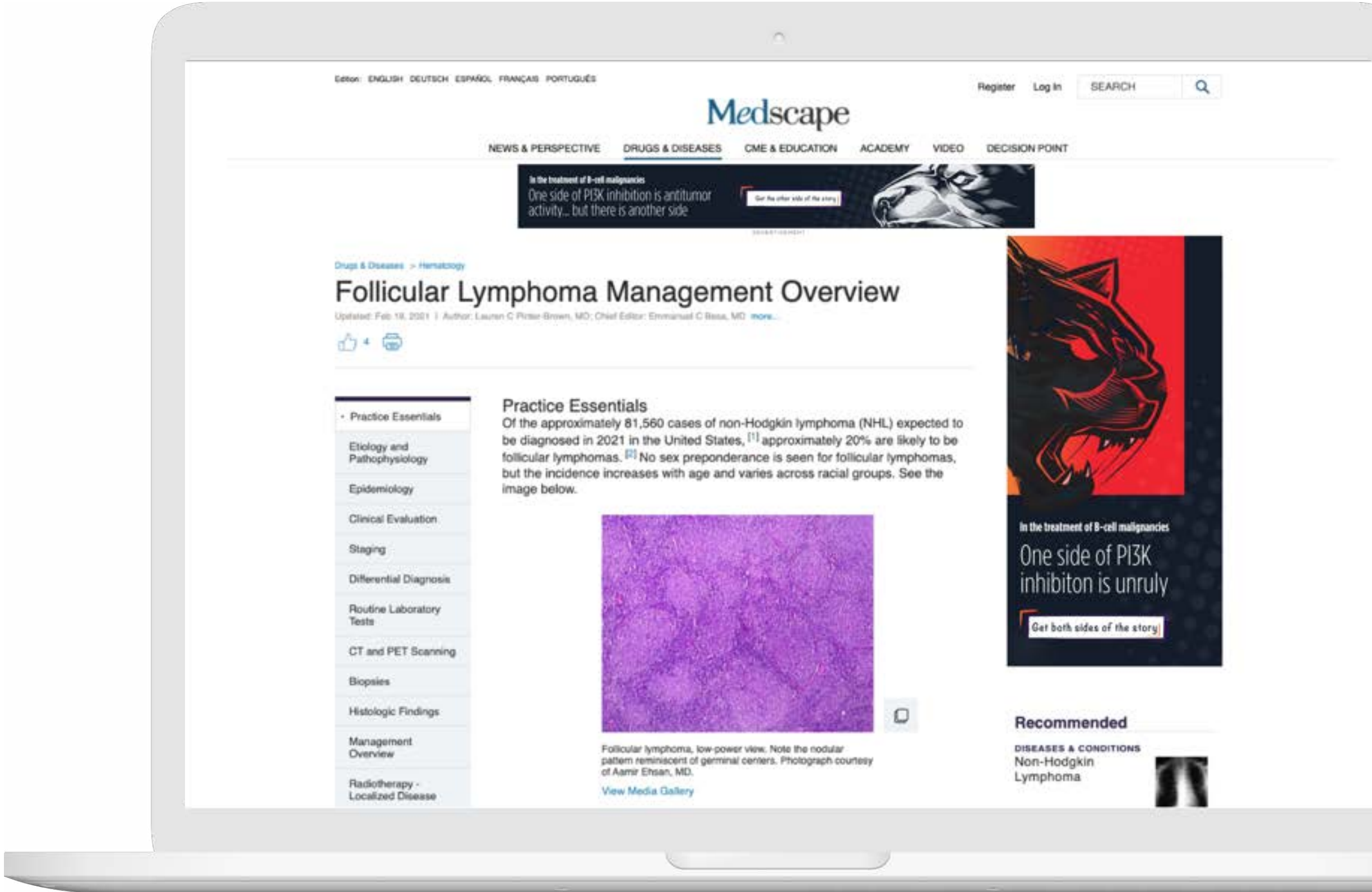
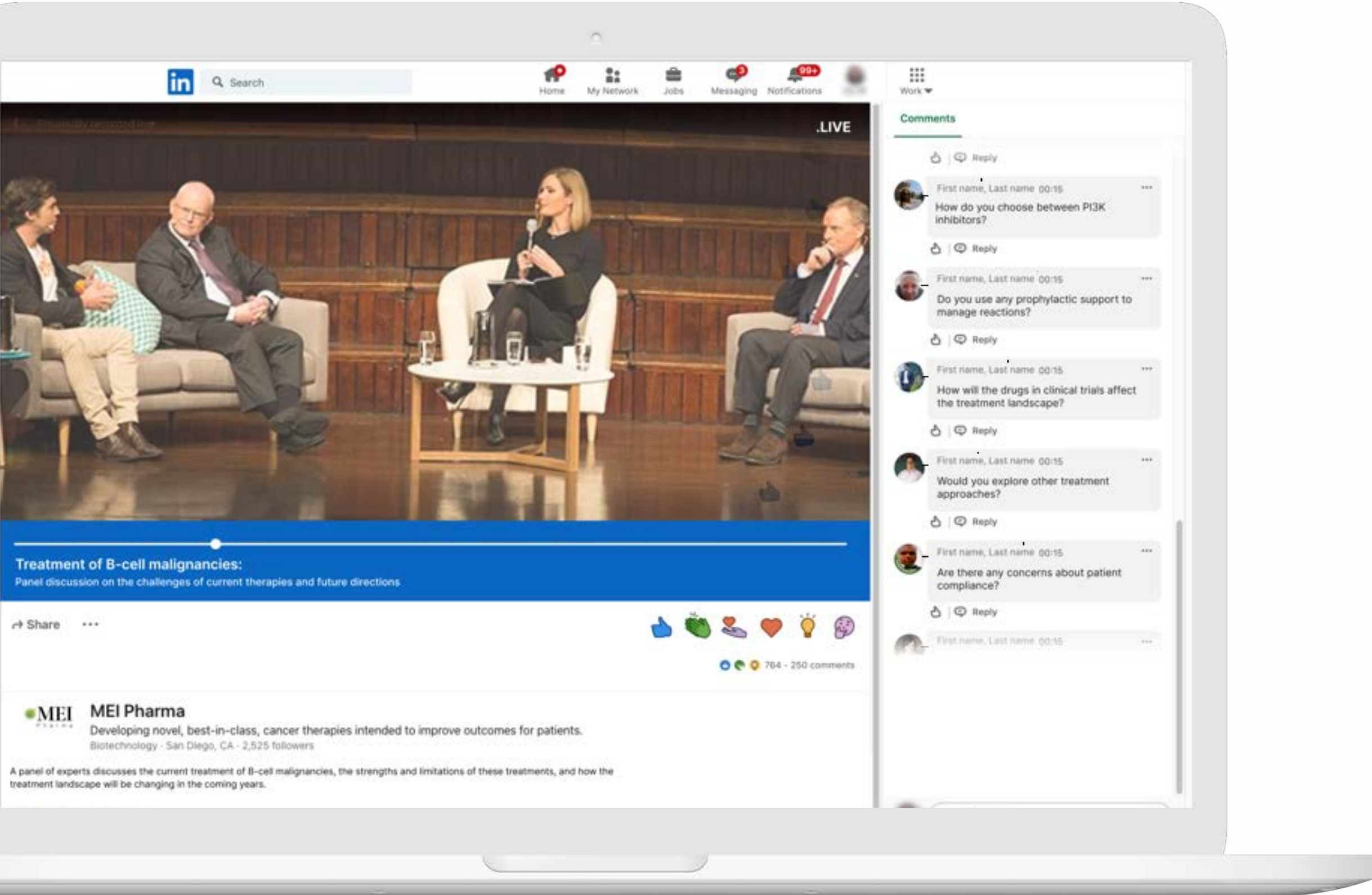
Over 81,000 cases of non-Hodgkin lymphoma are expected to be diagnosed

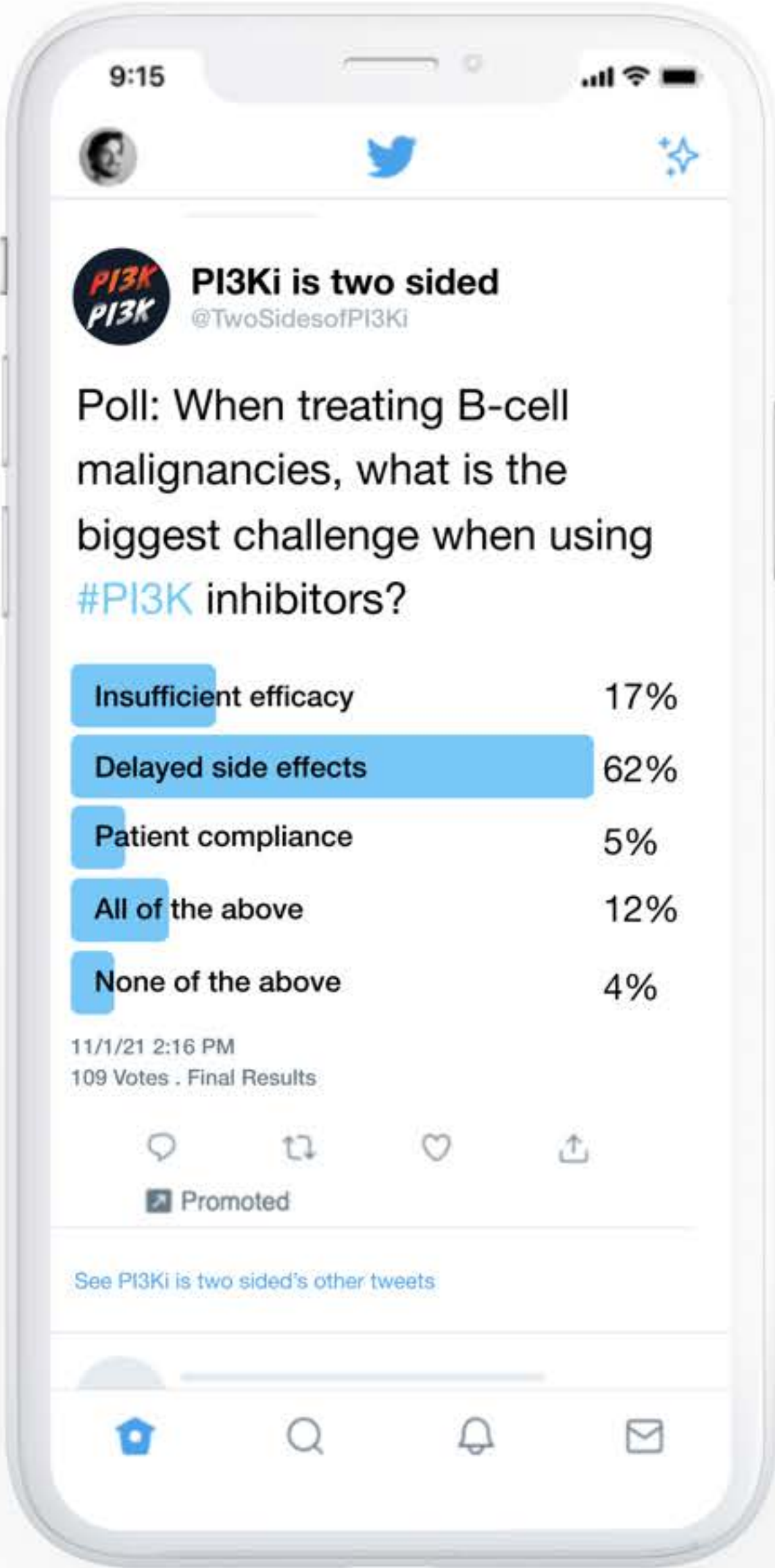
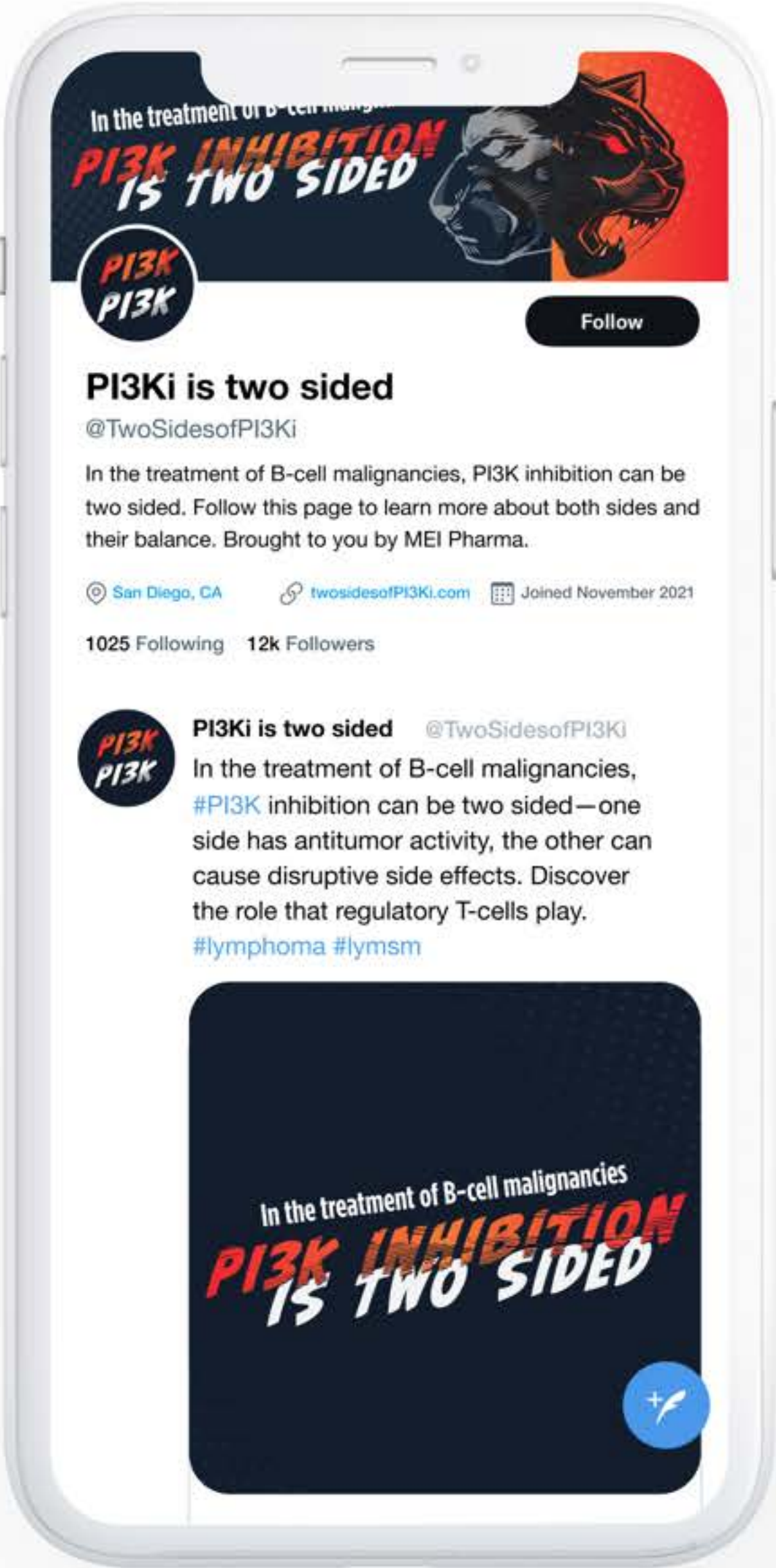


See how we are working to develop best-in-class cancer therapies

Explore our full clinical program at [MEIPHARMA.COM](https://meipharma.com)

LEARN MORE







THANK YOU

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