

NADIN RADWAN

Brand & Product Design Leadership · 12+ years

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SUMMARY

Brand and product design leader who builds systems that hold across product, marketing, and lifecycle. Twelve years across venture-stage health, performance DTC, and national-agency clients. Currently Art Director at Signos, where she led the brand and product redesign for the first FDA-cleared continuous glucose system for weight management and built the AI-augmented production line that ships at the volume the modern algorithmic ad platforms now require.

EXPERIENCE

Signos Health Remote · Feb 2022 to Present

Art Director (Feb 2025 to Present) · Senior Visual Designer (Feb 2022 to Feb 2025)

Promoted to Art Director after leading the brand and product redesign that launched the company's first FDA-cleared device. Owns creative strategy across product, marketing, lifecycle, and paid acquisition; partners with executive, marketing, product, and external agency leadership.

- Led the brand and product redesign for the launch of the first FDA-cleared continuous glucose monitor for weight management. First-month sales target hit in three days.
- Architected a shared-component email and marketing-site design system that produced a 47% lift in email conversion, 65% growth in email signups, and 40% lift in site conversion on launch.
- Built the AI-augmented production pipeline (Claude, ChatGPT, Midjourney, Firefly, Figma Make) that scaled performance creative from roughly 15 variants per campaign to 155 on-brand assets, enabling competitive variance across Google PMAX and Meta Advantage+.
- Directed enterprise creative strategy that grew B2B revenue 5x in twelve months and reduced TV-channel acquisition cost 70%.
- Established the brand foundation, component library, and creative governance that scaled with the company through Series B and beyond. Trained internal teams and external agencies on the system so the bar held without daily review.

Conduit Digital Agency Hybrid · Feb 2021 to Feb 2022

Creative Manager

Owned creative direction across web, video, and brand for a small in-house team building white-label work for agency clients.

- Led brand and art direction on Project Denali, a four-act staged launch campaign that built audience attention across multiple weeks and became the agency playbook for product launches that followed.
- Directed a small in-house creative team across web, motion, and campaign deliverables; rebuilt workflows that materially reduced campaign turnaround time.

Raw Generation Remote · Dec 2019 to Feb 2021

Lead Graphic Designer

Sole designer for a fast-growing direct-to-consumer juice and cleanse brand. Built the modular system that let a small marketing team ship at the cadence of a much larger one.

- Architected a modular email, web, SMS, and social design system across five channels that turned campaign launches from a custom build into a one-day assembly job.
- Drove a 24% year-over-year lift in email open rate and a 31% lift in click-through by treating lifecycle as a first-class brand surface and sharing components with the marketing site.

Spitball Advertising In Office · Jun 2014 to Dec 2019

Senior Designer (2017 to 2019) · Graphic Designer (2014 to 2017)

Five-year tenure at a national agency. Promoted from Graphic Designer to Principal Art Director; led Cholula Hot Sauce's first national campaign for three consecutive years and the TIME thyroid cancer education site.

- Served as an Art Director on Cholula's Uncap Real Flavor campaign for three years, including the brand's first ever national TV commercial. Estimated 12% brand awareness lift and \$14M in earned media value over the campaign run.
- Led design for TIME, an FDA-partner thyroid cancer education site that has been live for six years and continues to be referenced by patients and care teams. Site passed WCAG AA accessibility on every page.
- Built the Castle Spices identity from logo through type system, color, packaging direction, and design system. SKU expansion shipped without a brand rebuild.
- Directed integrated campaigns across print, broadcast, digital, and interactive for national and regional clients.

CAPABILITIES

Brand strategy and expression. Brand systems and design tokens. Product UI and product-marketing integration. Lifecycle and email design systems. Performance creative at scale. AI-augmented creative production. Creative direction across in-house and external teams. Campaign architecture and staged launches.

Tools: Figma (incl. Make), Adobe Creative Suite, and the contemporary AI creative stack (Claude, Claude Design, ChatGPT, Firefly, Gemini, KIVE.ai.).

EDUCATION

B.S. Graphic Design Communication · Philadelphia University (now Thomas Jefferson University)