

Creative Thinking.
Handcrafted Experiences.

JESUS VELEZ

ASSOCIATE CREATIVE DIRECTOR

ART DIRECTION • DIGITAL PRODUCT • STORYTELLING

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2026 Portfolio



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ABOUT ME

I am a storyteller. I like to tell stories.

My journey started in a place I felt passion: animation and motion design. Through different opportunities, I was able to develop that craft and build a career with strong results.

After leaving my hometown and stepping into a global market, I faced the challenge of learning completely different skill sets within creative environments. I went through an intense process of learning editorial design and web development, which eventually shaped me into a well-rounded creative able to work across advertising and marketing.

I've worked with clients across industries such as Finance, Health Care, and Government. Today, I have the opportunity to lead a creative team, while also helping connect our work with other client areas like commercial teams and technology development teams.

There's an artistic foundation that defines the way I think and create, and it's complemented by professional experience that allows me to bring projects to life.

When I'm not working with clients, I create independent animated pieces that blend traditional analogue techniques with creative coding.

Disclaimer: **Orange** is my favorite colour.



BRANDS I'VE WORKED WITH



DTC CAMPAIGN

Consumer Experience

An omnichannel campaign raising awareness and driving consideration for Xiidra®, a leading prescription treatment for dry eye disease in Canada.



CLIENT	BRAND	ROLE	AGENCY
Bausch + Lomb	XIIDRA	Associate Creative Director	SAGE Renegade

Campaign Overview

Xiidra is a prescription treatment for dry eye disease. The goal of this campaign was to increase awareness and consideration among Canadians experiencing symptoms of dry eye.

In Canada, prescription products are highly regulated, creating challenges to convey messages to the target audience. We focused on a strategy centered around creating associations to the brand identity and a brand ambassador. Actress Julie Bowen partnered with Bausch + Lomb as part of the campaign, sharing her experience as a real Xiidra patient.

The campaign was developed across multiple digital channels, including The Weather Network, digital display banners, social media advertising, and Google Ads. Creative executions included both static and animated assets adapted across platforms.

As Associate Creative Director, I led the creative development of the campaign while collaborating with the medical team, developers, and client marketing team to ensure consistency across all channels and deliverables.

CHANNELS



The Weather Network



Display Ads (Web & Apps)



Meta Ads (Facebook & Instagram)



Google Ads (Search & Display)

DELIVERABLES

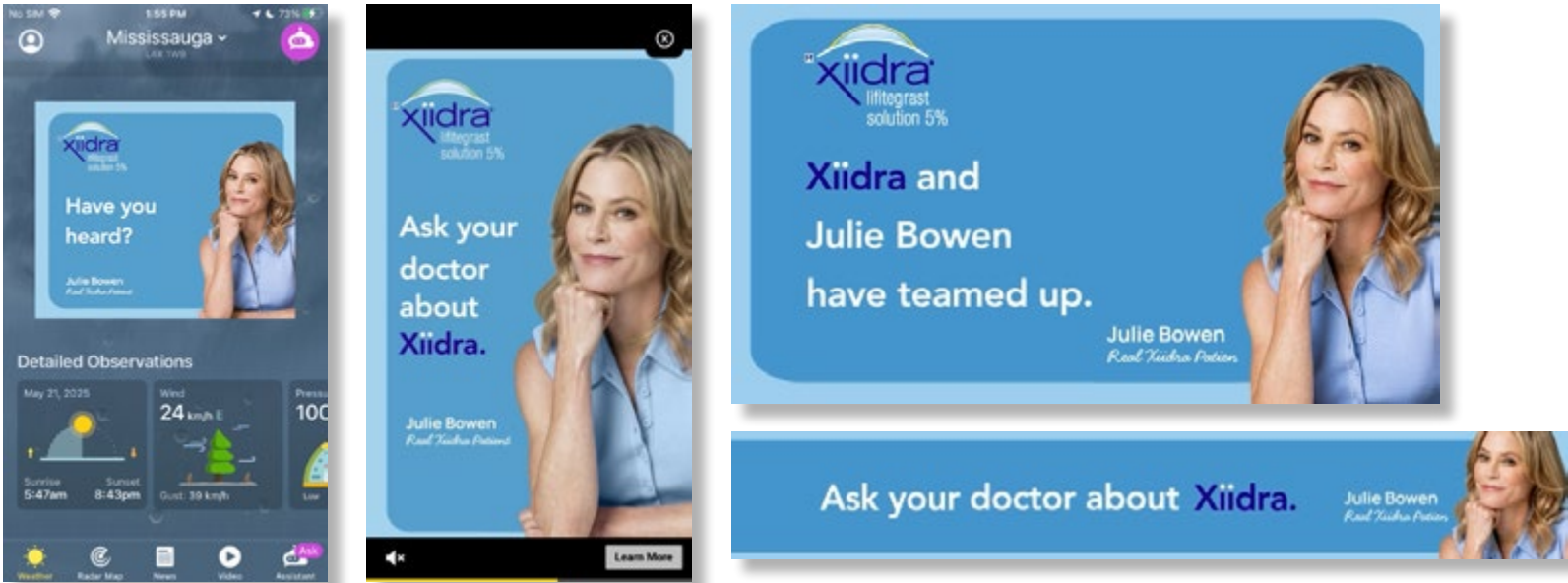
TV AD

Broadcast spot developed for The Weather Network



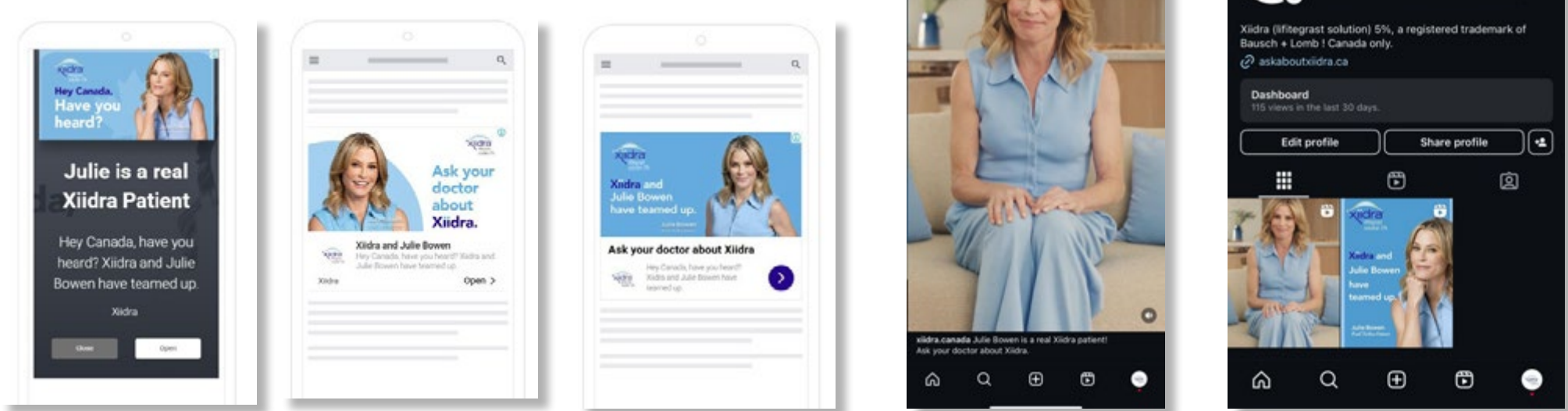
DISPLAY ADS

Static and animated banners adapted across web and mobile platforms.



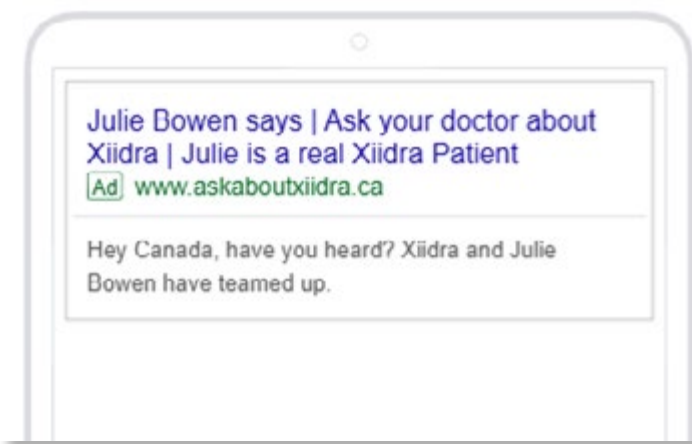
SOCIAL MEDIA ADS

Campaign assets created for Meta and Google



SEARCH ADS

Ads to support awareness and drive traffic to the campaign.



Creative Strategy

01. THE CHALLENGE

Prescription advertising in Canada is highly regulated, limiting how pharmaceutical products can communicate directly with consumers.

02. CAMPAIGN GOAL

Create a recognizable digital presence that increase awareness and consideration for Xiidra among Canadians living with dry eye disease and encourage conversations with eye care professionals.

03. OUR APPROACH

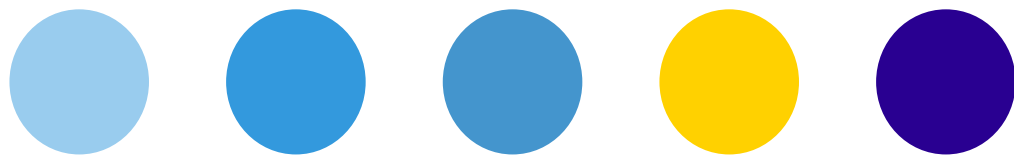
Human, relatable, and engaging.
The campaign leveraged the U.S. team partnership between the brand and actress Julie Bowen, helping build trust in the messaging and creating a personal connection with audiences.

04. DESIGN SYSTEM

We developed a campaign-specific design system that leveraged the brand guidelines with a fresher vibe and a welcoming tone.

COLOUR PALETTE

On the HCP side, Xiidra is primarily associated with a darker blue. For this campaign, we leaned into the lighter blue tones to create a softer and friendly visual atmosphere. We use the darker blue and yellow accents selectively for contrast and emphasis.



TYPOGRAPHY

Clean, modern and legible. Aligned with the brand guide.

Aa
Avenir

Black for Headings
Medium for subheadings
Book for body copy

IMAGERY

Julie Bowen as the face of the campaign brings warmth, credibility and a real patient perspective.



CAMPAIGN LANGUAGE

Simple, conversational messages focus on awareness and action.

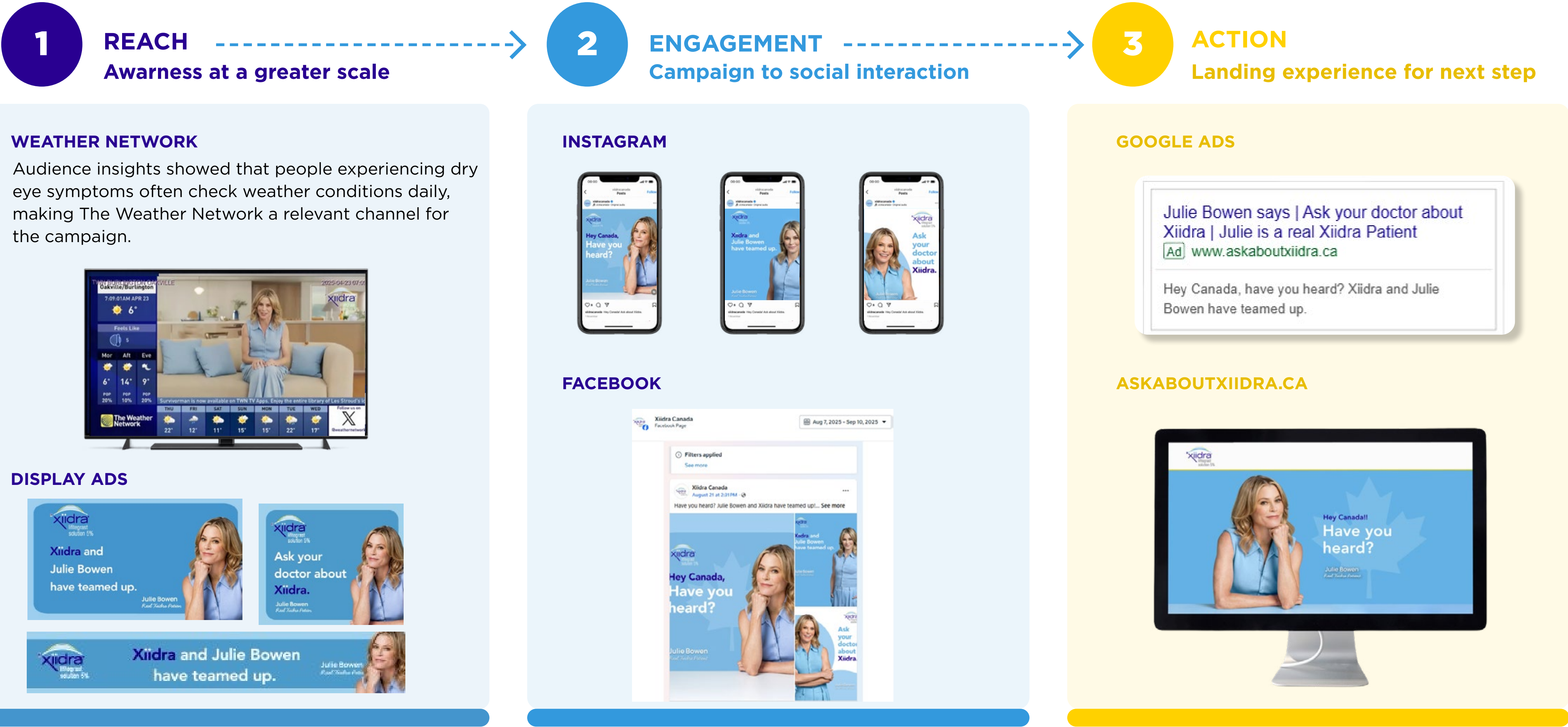
Have you heard?

Ask your
doctor
about
Xiidra

Watch Now

Omnichannel Journey

We organized the campaign assets based on the role each touchpoint played in the audience journey from awareness to consideration.



Learnings & Next Steps

After 8 months of running, the DTC campaign successfully built awareness for Xiidra and provided insightful feedback from the targeted audience.

RESULTS & IMPACT

Performance reports were designed and presented on a monthly basis. Although campaign metrics and reporting data cannot be shared due to disclosure restrictions, the campaign received positive internal feedback regarding overall **audience reach, landing page traffic, and click-through rate across channels**.

The campaign also provided valuable audience insights, including:

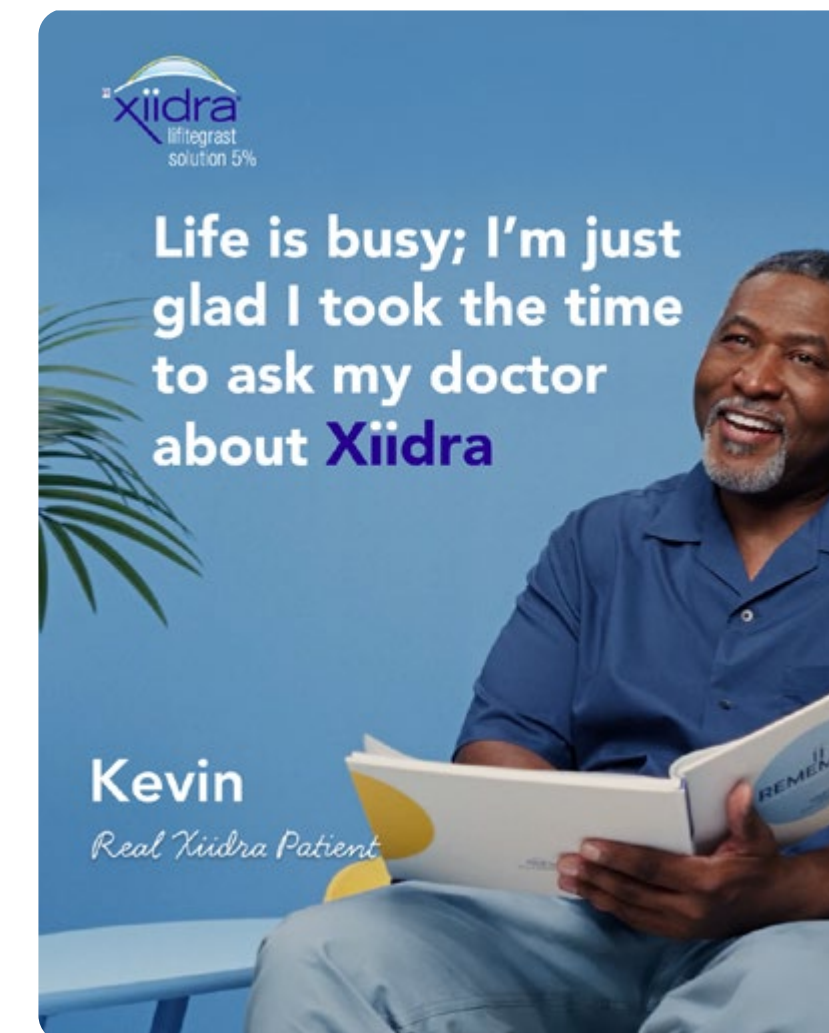
- Demographics and gender distribution
- Preferred channels by topic (News, Entertainment, Health, etc.)
- Performance patterns across platforms and devices

Maintaining a consistent message and visual experience across channels helped reinforce recognition and trust throughout the campaign.

LEARNINGS & FUTURE OPPORTUNITIES

While Julie Bowen helped establish awareness and recognition during the first stage of the campaign, we identified an opportunity to build a stronger engagement with audiences through more personal and relatable storytelling.

For the next phase of the campaign in 2026, the creative direction evolved toward patient testimonials featuring different genders, lifestyles, and regions across Canada. The goal was to create a more human and localized experience that audiences could see themselves reflected in.



HCP CAMPAIGN

Healthcare Provider Campaign

A campaign for Eye care providers (ECP) focused on translating complex clinical data into clear and adaptable communication materials for the Canadian market.



FOR PATIENTS WITH THE SIGNS AND
SYMPTOMS OF DRY EYE DISEASE,

START with

XIIDRA®

Pr**XIIDRA**® (lifitegrast) is indicated for the treatment of
the signs and symptoms of dry eye disease

CLIENT

Bausch + Lomb

BRAND

XIIDRA

ROLE

Associate Creative Director

AGENCY

SAGE Renegade

Creative Strategy

01. THE CHALLENGE

Xiidra was acquired by Bausch + Lomb from Novartis, they needed to reposition the brand within the Canadian market among other prescription treatment competitors.

Unlike other markets, pharmaceutical communication in Canada must follow PAAB regulations, which limits the promotional aspect of the product.

As Associate Creative Director, I led the creative direction and adaptation of the Xiidra HCP campaign for the Canadian market. I also worked hands-on in the art direction and motion design of the Mechanism of Action (MOA) visuals.

02. CAMPAIGN GOAL

Positioning Xiidra's efficacy within the ECP community.

03. OUR APPROACH

We restructured complex clinical data into a cleaner document backed by the latest research studies.

The goal was to create visual aids that helped sales representatives communicate Xiidra's treatment and efficacy with Eye Care Providers.



Other Applications

An HCP campaign has a complex ecosystem. We adapted the Leave Behind across multiple healthcare materials that served virtual and in-person channels.

DYNAMIC BANNER ADS



ophthalmic solution 5%

START WITH

XIIDRA®

XIIDRA® (lifitegrast) is indicated for the treatment of the signs and symptoms of dry eye disease.



ophthalmic solution 5%

START WITH

XIIDRA®

XIIDRA® (lifitegrast) is indicated for the treatment of the signs and symptoms of dry eye disease.



ophthalmic solution 5%

START WITH

XIIDRA®

XIIDRA® (lifitegrast) is indicated for the treatment of the signs and symptoms of dry eye disease.

IPAD LUNCH & LEARN SERIES

XIIDRA® IS AN LFA-1 ANTAGONIST

XIIDRA® binds to the integrin LFA-1, and blocks the interaction of LFA-1 with its cognate ligand ICAM-1.

XIIDRA® may inhibit:

- 1 T-cell migration
- 2 T-cell activation
- 3 Pro-inflammatory cytokines release

In vitro studies demonstrated that XIIDRA® may inhibit T-cell adhesion to ICAM-1 and may inhibit the secretion of key inflammatory cytokines in human peripheral blood mononuclear cells. The exact mechanism of action of XIIDRA® in dry eye disease is not known.

* Clinical significance has not been established.

BAUSCH + LOMB

Please see additional Important Safety Information in this presentation and contact your sales representative for full Product Monograph.

HCP GATED WEBSITE

FOR PATIENTS WITH THE SIGNS AND SYMPTOMS OF DRY EYE DISEASE,

START WITH

XIIDRA®

XIIDRA® (lifitegrast) is indicated for the treatment of the signs and symptoms of dry eye disease.

XIIDRA® IS THE FIRST AND ONLY MOLECULE IN ITS CLASS.*

XIIDRA® (lifitegrast) is a lymphocyte-function associated antigen-1 (LFA-1) antagonist.

Click here for additional safety information and for a link to the Product Monograph discussing:

*Contraindications in patients with hypersensitivity to this drug or to any ingredients in the formulation or

BAUSCH + LOMB

Please see additional Important Safety Information in this presentation and contact your sales representative for full Product Monograph.



ophthalmic solution 5%

FOR PATIENTS WITH THE SIGNS AND SYMPTOMS OF DRY EYE DISEASE,

START WITH

XIIDRA®

XIIDRA® (lifitegrast) is indicated for the treatment of the signs and symptoms of dry eye disease.

XIIDRA® IS THE FIRST AND ONLY MOLECULE IN ITS CLASS.*

XIIDRA® (lifitegrast) is a lymphocyte-function associated antigen-1 (LFA-1) antagonist.

Consult the product monograph at <https://www.xiidra.ca/wp-content/uploads/2025/01/XIIDRA-PM-F-2025-01-28-BauschLomb-Version.pdf> for contraindications, warnings, precautions, adverse reactions, dosing, and conditions of clinical use. The Product Monograph is also available at: 1-888-459-5000.

XIIDRA® patients may be eligible for financial assistance through the XIIDRA® Insider™ program by Bausch + Lomb.

BAUSCH + LOMB

Bausch + Lomb Corporation
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Waltham, ON, L4K 4J4
www.bausch.ca
T: 1-888-459-5000

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XIDR0001-CA-25-EN

PAAB



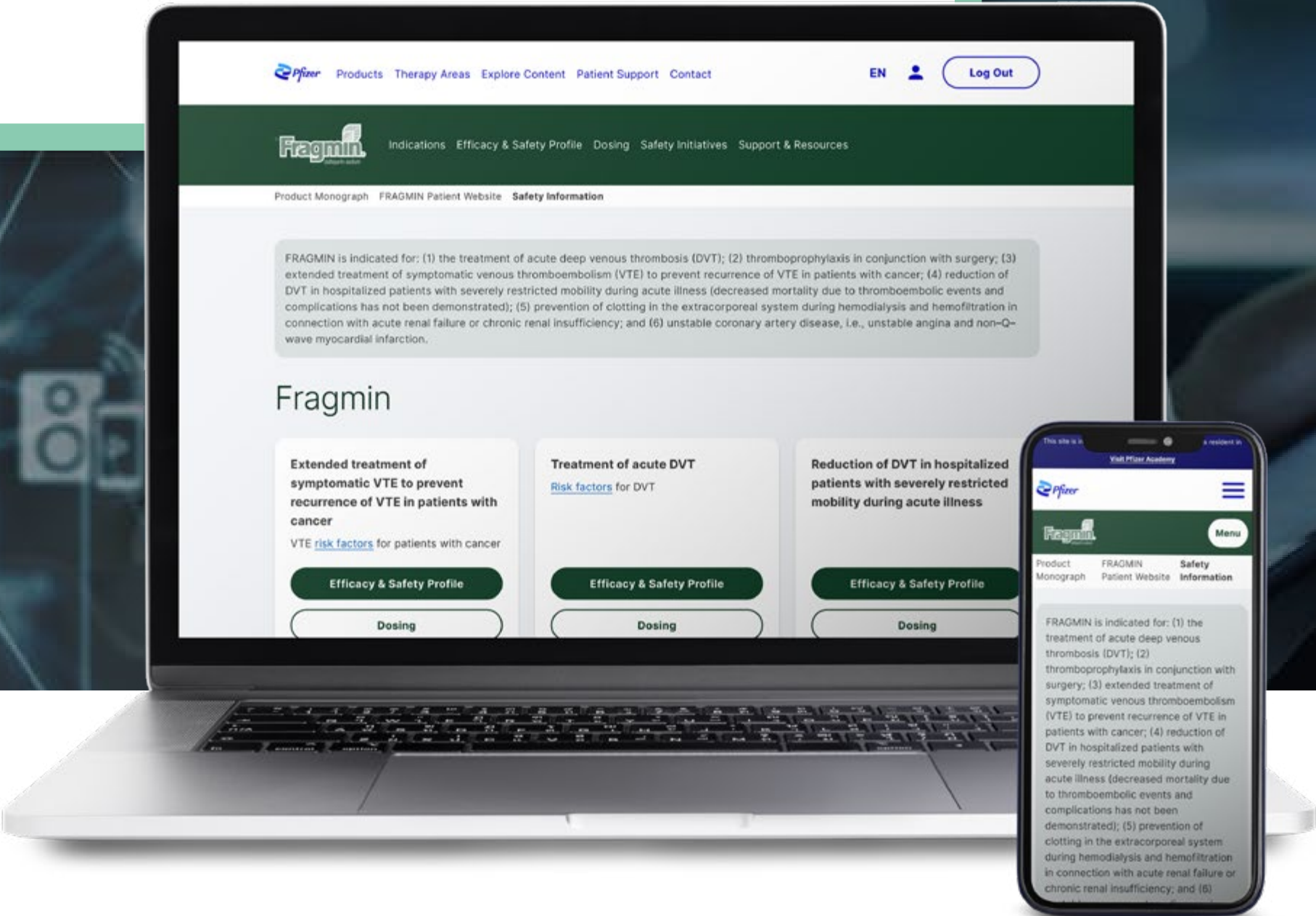
ROLL-UP BANNER

DIGITAL PRODUCT

Healthcare Information Platform - FragminPro.ca

A digital healthcare platform designed to help healthcare professionals quickly access clinical information and treatment resources for anticoagulation management within the PfizerPro umbrella.

DIGITAL PRODUCT

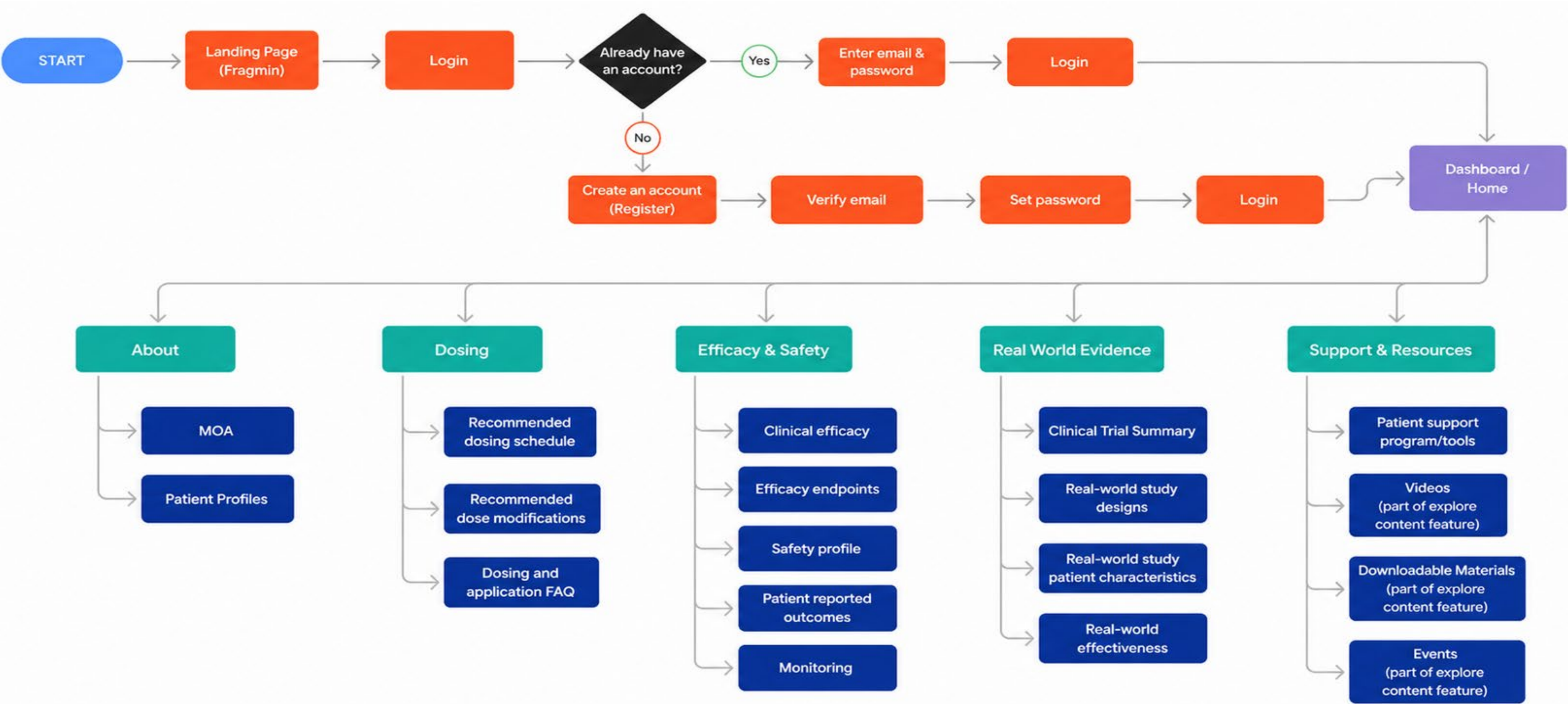


Our Purpose

FragminPro.ca exists to give healthcare professionals fast access to the clinical information and resources they need to support patient care.

My role as **UX/UI Designer** was to do an analysis of the project, adapt the **Global PfizerPro** template to **Fragmin** and deliver a **high-fidelity prototype** for production.

Userflow



Design System

Colour

Primary



Secondary



Nav bar



Typography Hierarchy

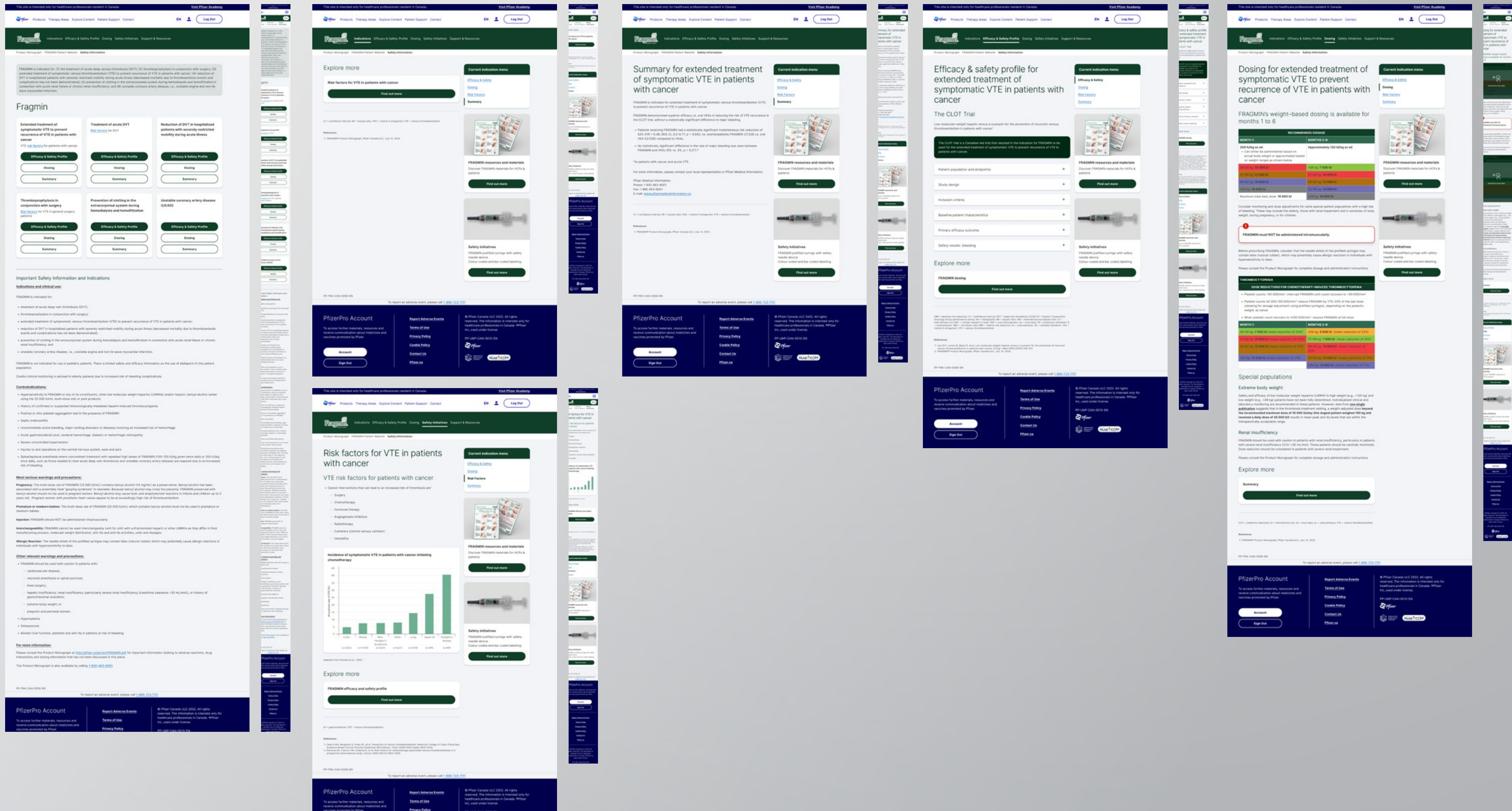
48px	H2 Heading · Extra Large	Max 24px	H4 Heading · Extra Large
	H2 Heading · Large		H4 Heading · Large
	H2 Heading · Medium		H4 Heading · Medium
	H2 Heading · Small	Min 20px	H4 Heading · Small
	H2 Heading · Extra Small		H4 Heading · Extra Small
32px		16px	Paragraph · All Breakpoints
		16px	Button Text · All Breakpoints
32px	H3 Heading · Extra Large		
	H3 Heading · Large		
	H3 Heading · Medium	16px	Button Text · All Breakpoints
	H3 Heading · Small		
24px	H3 Heading · Extra Small		

Buttons



High-Fidelity Prototype

HIGH-FIDELITY PROTOTYPE



05 Selected Artwork

Client: Lima Philharmonic Orchestra (OFL)
Site: filarmonicadelima.com
Project: Design and development of the website aimed for informative and promotional purposes of the OFL
Role: Designer and Front-end Developer.
Live since 08/2024

filarmonicadelima.com is an important resource for music enthusiasts and event organizers, creating awareness around the artistry and cultural impact of the Philharmonic Orchestra of Lima and their events and initiatives. This website was designed in Figma and later developed mainly with html5, css and vanilla js.

Keywords: Web Design, Figma, UI Design, Front-end Development, HTML, CSS, Javascript, GSAP.



After further research and discussion, the concept for the website was inspired by the Russian avant-garde art movement from the early 1920s.

This aesthetic echoes the visual language of music and offers a dynamic composition that highlights what an orchestra represents.



Animation plays an important role to the landing page of the website. When the user hits the “play” button on top of one shape, the geometrical shapes become animated and move along with the introductory sound of the Beethoven’s Symphony 9, 2nd movement.

This was achieve using GSAP animation and vanilla Javascript.

Selected Artwork

Client: Bausch + Lomb.

Brand: Xiidra

Project: Animated instructive video for the use of Xiidra

Role: Animator.

Released 01/2023

The HOW TO USE XIIDRA video was created for the patient website and other patient-focused digital platforms for Xiidra.

The instructional script came from the US manufacturer, but needed to be tailored by the agency's medical writers. Together with graphic designers and myself during the animation process, the video came to life with a friendly, easygoing tone to guide patients in using this ophthalmic solution for dry eye disease.

The video can be view under disclosure in the following link:
<https://player.vimeo.com/video/891927823?>



Selected Artwork

Project: This is a personal project made during a Studio Immersion program I was selected by aLucine Film Festival .

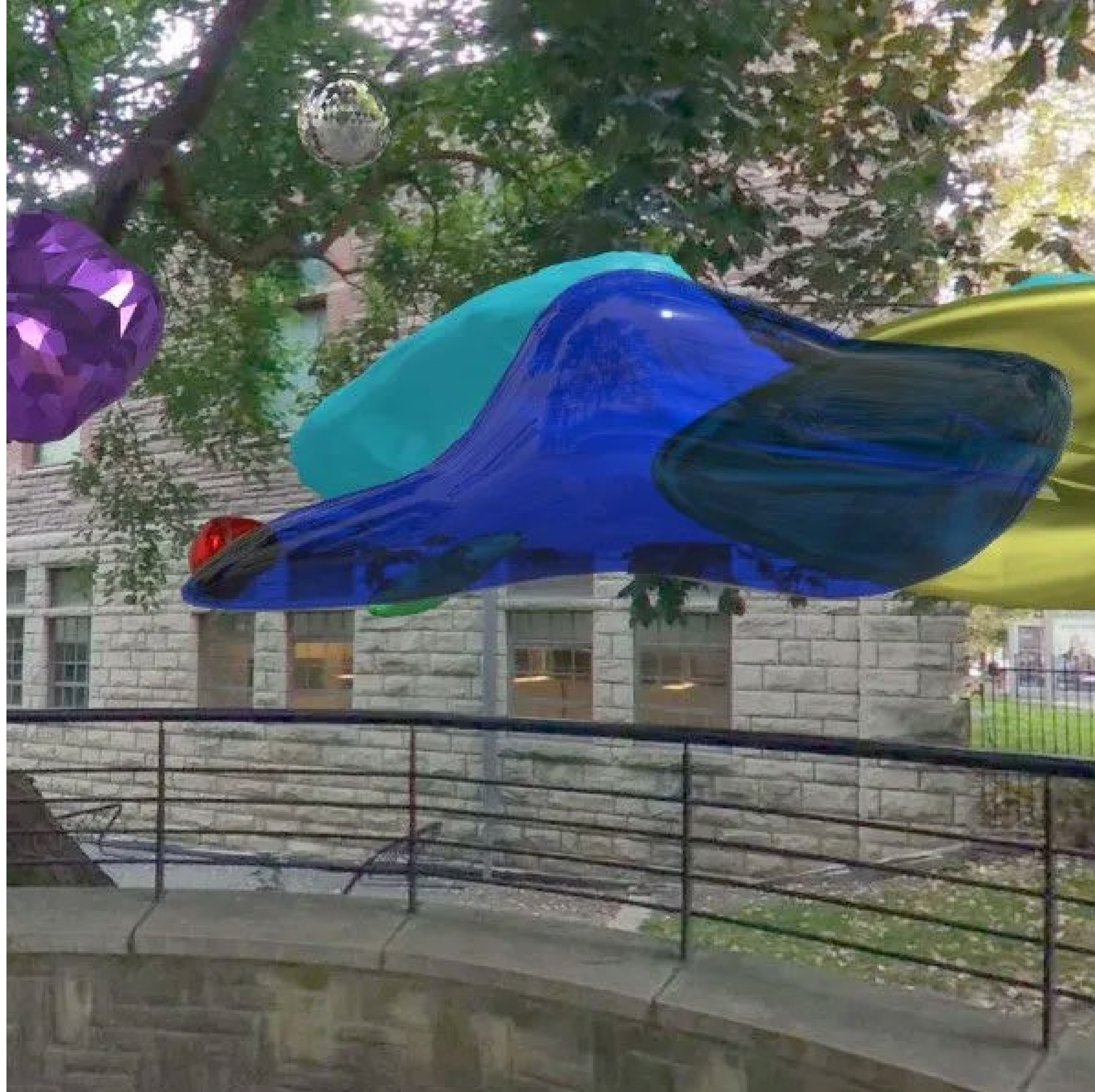
Role: 3D Animator, Creative Coder.

Animated Dance is a WebXR project developed in collaboration with the Artificial Museum (based in Vienna), designed as an Augmented Reality experience combining 3D animation, sound design, and creative coding.

The project explores the concept of a “live performance” in animation. Featuring organic shapes with vibrant textures, the experience immerses viewers in a space where the visuals respond to a music track—performing an animated dance rendered in real time.

The piece is “exhibited” on the Philosopher’s Walk in downtown Toronto. Accessible through the Artificial Museum’s website, it uses geolocation to activate via an AR browser app on any smartphone.

A browser version of the project can be seen at the link below, giving a preview of the full AR experience.
<https://artificialmuseum.com/na/ca/toronto/philosopherswalk/animateddance/#18/43.6683/-79.3957>



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