

Matt

Group Art Supervisor
EVERSANA Intouch

“ Passionate about developing meaningful
brand connections to advance healthier lives.”

Print
Web
Video
Audio
Motion
Events
Typography
Creative Direction

Imaging
Oncology
Cardiology
Immunology
Dermatology

Pharmaceutical Portfolio 2019—2023

Chansky

Overview

I currently lead both HCP and DTC teams on SOTYKTU (DAOR). As an award-winning brand design lead, I am responsible for conceptualizing and design of integrated advertising campaigns, managing the creative process, and overseeing a team of art directors. I have two direct reports.

I am highly experienced with launch creative and brand refreshes, developing ongoing campaign work, and concept development for new business pitches.

Additionally, as a patient teacher, I take great pride as a generous mentor to hungry on-the-rise talent.

- Eversana Intouch Bright Minded Savage award winner
- Enterprise Breath of Fresh Air award winner
- I am the only Group Art Supervisor on a Leadership Committee

Websites
Concepts
Banner Ads
Social
Motion

Recent works

Websites

My launch site design was the client-chosen concept.
Led a team of art directors for the build.

SHOWN: home page

U.S. Full Prescribing Information | Medication Guide | Indication | U.S. Healthcare Professionals

ONCE-DAILY
SOTYKTUTM
(deucravacitinib) 6 mg tablets

INDICATION
SOTYKTU is a prescription medicine used to treat adults with moderate-to-severe plaque psoriasis who may benefit from taking injections or pills (systemic therapy) or treatment using ultraviolet or UV light (phototherapy). It is not known if SOTYKTU is safe and effective in children under 18 years of age.

SHE FOUND IT
THE ONLY ONCE-DAILY PILL OF ITS KIND*
FOR ADULTS WITH MODERATE TO SEVERE PLAQUE PSORIASIS

SEE HOW SOTYKTU CAN HELP

Pronounced (soh-tik-too)

*Selective TYK2 inhibitor.

1x DAILY

+ More Important Safety Information

Select Important Safety Information
SOTYKTU may cause serious side effects, including: **Serious allergic reactions.** Stop taking SOTYKTU and get emergency medical help right away if you develop any of the following symptoms of a serious allergic reaction: feel faint; swelling of your face, eyelids, lips, mouth, tongue, or throat; trouble breathing or throat tightness; chest tightness; skin rash, hives.

SOTYKTU .com

Digital AOR DTC

SHOWN: Interior page

sotyktu.com

The screenshot shows the top navigation bar with links for U.S. Full Prescribing Information, Medication Guide, Indication, and U.S. Healthcare Professionals. The main header includes the SOTYKTU logo (ONCE-DAILY SOTYKTU (deucravacitinib) 6 mg tablets), FDA APPROVED For moderate to severe plaque psoriasis, About SOTYKTU, Starting SOTYKTU, SOTYKTU Savings and Resources, and Call 1-888-SOTYKTU (768-9588). The hero section features a woman with her arms crossed and the text: CLEAR RESULTS FROM A ONCE-DAILY PILL. A small pill icon is labeled BMS 895 6mg.

CHANGE THE WAY YOU SEE YOUR MODERATE TO SEVERE PLAQUE PSORIASIS

If you've been thinking that you are not where you'd like to be with your moderate to severe plaque psoriasis, it may be time to consider a change. Take a look at these results for SOTYKTU, then think about scheduling a chat with your dermatologist to see if SOTYKTU may work for you.

TRAILBLAZING SKIN CLEARANCE FROM A PILL

In two studies of moderate to severe plaque psoriasis, SOTYKTU was compared to placebo and Otezla® (apremilast). Of the 1684 adults in the studies, 841 received SOTYKTU, 421 received placebo, and 422 received Otezla. Patients were assessed at 16, 24, and 52 weeks after starting treatment.

The results? Clearer skin for more people taking SOTYKTU...

Your results may vary.

CLEAR OR ALMOST CLEAR skin for half of people taking SOTYKTU at 16 weeks compared to placebo.

In one study, 50% of people taking SOTYKTU saw clear or almost clear skin vs 9% taking placebo.

75%
CLEARER SKIN **For over half of people taking
SOTYKTU at 16 weeks
compared to placebo.**

In one study, 53% of people taking SOTYKTU saw 75% clearer skin vs 9% of people taking placebo.



SOTYKTUHCP .com

Digital AOR HCP

sotyktuhcp.com

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Led a team of art directors for the build.

SHOWN: home page

SOTYKTUTM
(deucravacitinib) 6 mg tablets

U.S. Full Prescribing Information Medication Guide BMS Connect Indication Visit Patient Site

Study Designs ▾ Efficacy and Safety ▾ MOA Dosing Resources and Support ▾

**Clearer skin
Clearer choice**

Superior skin clearance vs Otezla (apremilast)*†

REQUEST A REP

SIMPLE, ONCE-DAILY DOSING^{1*}

[SEE ADDITIONAL DOSING >](#)



**NO DOSE TITRATION
OR DOSE ADJUSTMENT**



**NO KNOWN DRUG-TO-
DRUG INTERACTIONS**
Avoid use with live vaccines



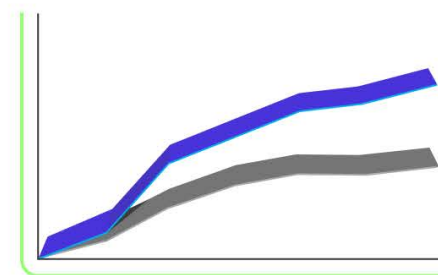
**CAN BE TAKEN WITH
OR WITHOUT FOOD**

*Update immunizations according to current immunization guidelines.

SUPERIOR CLEARANCE VS APREMILAST^{1*†}

[REVIEW EFFICACY >](#)

Proven superior clearance vs apremilast in head-to-head studies¹



SOTYKTU 360 SUPPORT Your circle of support

[SEE SUPPORT >](#)



START

with a free 30-day supply



STAY

covered with the 3-year Bridge Program



SAVE

with the \$0 Co-pay Assistance Program

[Terms & Conditions Apply.](#)

*POETYK PSO-1 (N=664) and POETYK PSO-2 (N=1020) were two, 52-week, multicenter, randomized, double-blind, placebo- and active (apremilast 30 mg twice daily)-controlled, Phase 3 studies to evaluate the safety and efficacy of SOTYKTU (6 mg once daily) in adult patients with moderate-to-severe plaque psoriasis. [See additional study design details.](#)¹

[†] Co-primary endpoints: percentage of patients achieving PASI 75 at Week 16 vs placebo and percentage of patients achieving sPGA 0/1 vs placebo at Week 16. The results were achieved for PASI 75 (POETYK PSO-1: 58% vs 13%; POETYK PSO-2: 53% vs 9%) and sPGA 0/1 (POETYK PSO-1: 54% vs 7%; POETYK PSO-2: 50% vs 9%). Statistical significance was achieved for secondary

SOTYKTU HCP .com

Digital AOR HCP

SHOWN: Interior page

sotyktuhcp.com

This site is intended for U.S. Healthcare Professionals only. US Full Prescribing Information | Medication Guide | BMS Connect | Indication | Visit Patient Site

SOTYKTUTM
(deucravacitinib) 6 mg tablets

Home Study Designs **Efficacy** Safety MOA Dosing Resources

SOTYKTU has proven superior response rates vs apremilast¹⁻³

In studies, SOTYKTU showed superior PASI 75 response rates vs apremilast at Weeks 16 and 24 (secondary endpoints).¹ Review the efficacy results to learn more.

Pill not actual size and has been scaled for easier visibility.

REQUEST A REP

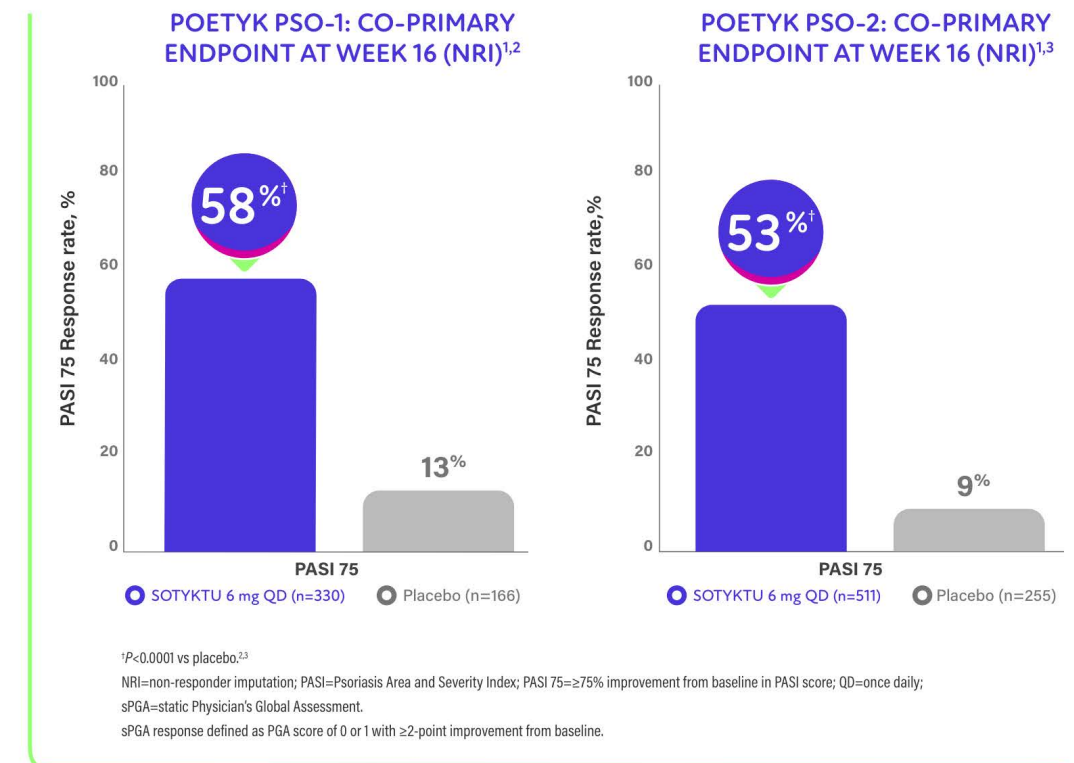
SEE RESULTS FROM 2 PIVOTAL PHASE 3 TRIALS AND THE LONG-TERM EXTENSION TRIAL

CO-PRIMARY vs PLACEBO PASI 75 PASI 90 SCALP LONG-TERM EXTENSION

CO-PRIMARY

Superior PASI 75 and sPGA 0/1 response rates vs placebo^{1,3,4}

In POETYK PSO-1 and POETYK PSO-2, superior PASI 75 response rates vs placebo at Week 16



sPGA response of 0/1 at Week 16 vs placebo (co-primary endpoint)¹⁻³

- In POETYK PSO-1, 54% for SOTYKTU vs 7% for placebo, $P < 0.0001$
- In POETYK PSO-2, 50% for SOTYKTU vs 9% for placebo, $P < 0.0001$

STUDY DESIGN¹

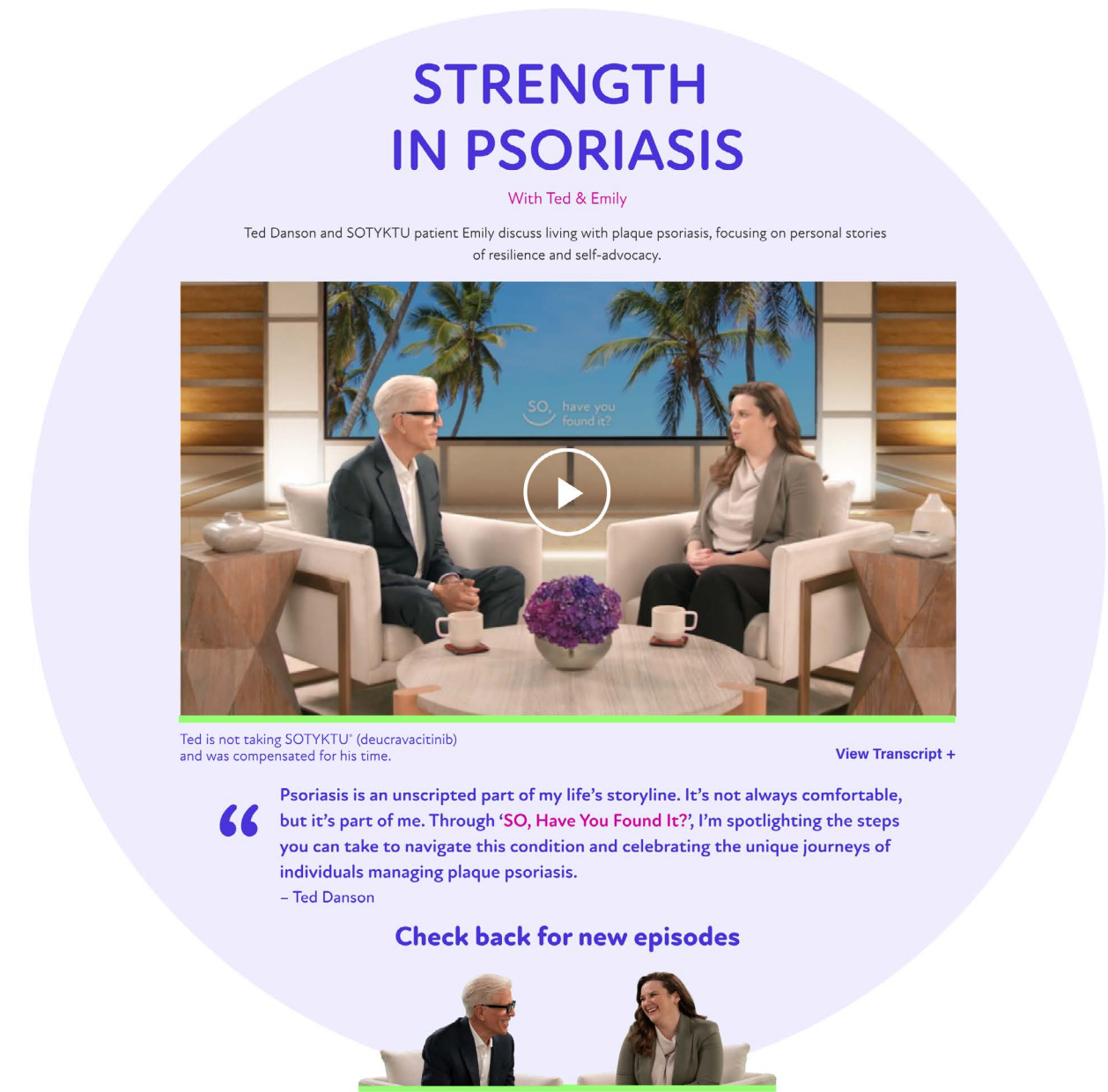
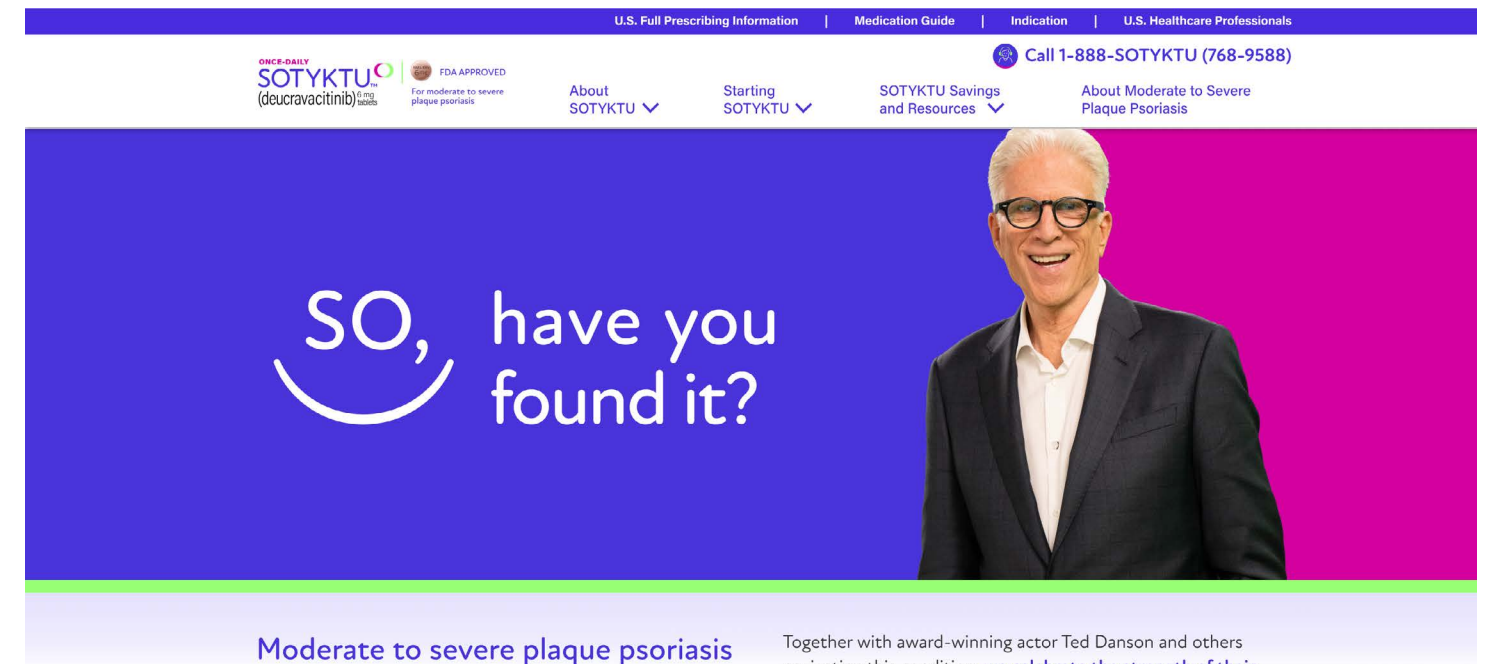


PR CAMPAIGN

Digital AOR BRANDED-LIGHT CAMPAIGN

My site design concept was client-chosen.
Scope of work also included a pre-pro deck and photoshoot.

This is a dark page



PR CAMPAIGN

Digital AOR BRANDED-LIGHT CAMPAIGN

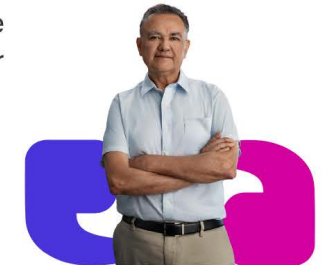
My site design concept was client-chosen.
Led a team of art directors for the build.

This is a dark page

The screenshot shows the top of the SOTYKTU website. The header is dark blue with white text for navigation: "U.S. Full Prescribing Information", "Medication Guide", "Indication", and "U.S. Healthcare Professionals". Below this is a white bar with the SOTYKTU logo (ONCE-DAILY SOTYKTU (deucravacitinib) 6 mg tablets), an FDA APPROVED badge, and several menu items: "About SOTYKTU", "Starting SOTYKTU", "SOTYKTU Savings and Resources", and "About Moderate to Severe Plaque Psoriasis". The main hero section has a light blue background with a tree image and the text "clear understanding" in a large, bold font, with "clear" in blue and "understanding" in black. Below it is the tagline "The plain truth about life with plaque psoriasis."

REAL STORIES TELL THE PLAIN TRUTH*

Living with moderate to severe plaque psoriasis can be anything but clear. Whether you're newly diagnosed, or have tried treatment after treatment, you might feel frustrated and confused. It's time for a **Clear Understanding**. Getting a clear understanding of your disease can help you find a path forward, which may include exploring a new treatment option for you.



Hear stories from real people* below who share their experiences of what it's really like for them living with plaque psoriasis. Together, we're helping the people in your life realize that plaque psoriasis doesn't just happen on your skin – it starts inside the body with your immune system and symptoms can impact different parts of your life.

Check out the quiz below to see if your symptoms are causing you to make compromises.

*Not all experiences with moderate to severe plaque psoriasis are the same. Your experience may differ from the stories featured. Al, Nitika, and Portia have been paid to participate in this campaign.



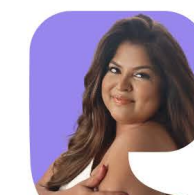
Al's Clear Understanding

Over 3 decades after his initial diagnosis and years of struggling with his moderate to severe plaque psoriasis, Al opens up about how he is now more comfortable around family and friends – without fear of being embarrassed because of a flare-up. He wants others to see the possibilities that can arise with a **Clear Understanding** of plaque psoriasis.



[View Transcript +](#)

Al is currently taking SOTYKTU™ (deucravacitinib), a prescription medicine used to treat adults with moderate to severe plaque psoriasis who may benefit from taking injections or pills (systemic therapy) or treatment using ultraviolet or UV light (phototherapy).



Nitika's Clear Understanding

Nitika understands, more than most, how to advocate for those with chronic illness. For decades, she has had to learn how to cope with the realities of living with moderate to severe plaque psoriasis and has publicly shared her journey with the disease. As the founder of Chronicon, an organization with a mission to elevate the visibility of those living with chronic illness like plaque psoriasis, Nitika aims to help

TYKNOLOGY .com

Digital AOR UNBRANDED

My site design was the client-chosen concept.
Led a team of art directors for the build.

IT'S TIME YOU KNOW ABOUT TYK2



Pathbreaking research is shedding light on the role of TYK2 in psoriasis

Psoriasis is an immune-mediated disease characterized by the elevation of inflammatory cytokines regulated by several components. The tyrosine kinase 2 pathway plays a critical role in regulating triggers of inflammation involved in immune diseases such as psoriasis.^{1,2}

Watch expert Dr April Armstrong discuss the psoriasis pathophysiology TYK2 and the IL-23/IL-17 axis



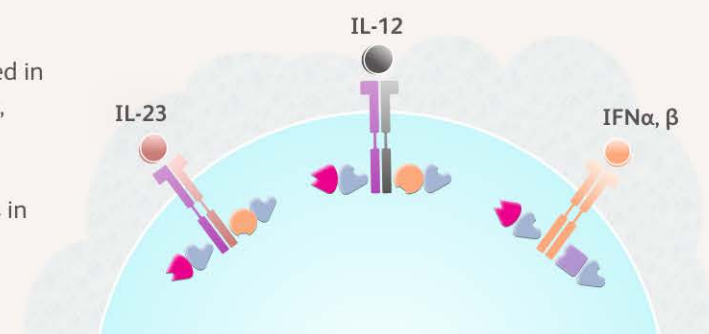
About TYK2

Know TYK2

Tyrosine kinase 2 (TYK2) is an intracellular enzyme involved in the relay of immune signals initiated by specific cytokines, including IL-23, IL-12 and Type I IFN.^{1,2}

TYK2 is a central link in the IL-23/IL-17 inflammatory axis in psoriasis and other immune-mediated diseases.³

Select each tile.



DEFINITY .com

AOR REBRANDING

My writing partner and I came up with the See in High DEF(INITY)[™] concept. My rebranded website design and advertising design were the client-chosen concepts. I led a team of art directors and developers for the website build.

definityimaging.com

DEFINITY® News and Updates READ MORE

Prescribing Information | Important Safety Information | Contact Us | Sign Up for Mailing List | Customer Service 1.800.299.3431

DEFINITY
VIAL FOR (Perflutren Lipid Microsphere)
INJECTABLE SUSPENSION

Diagnostic Challenges | Efficacy | How to Use DEFINITY® | Safety Profile | Case Studies & Webinars | Lab Efficiency | Ordering & Reimbursement

See in High DEF(INITY)[™]

**A clearer echo.
A better treatment plan.**

Your decisions have real-life consequences. High DEF(INITY)[™], high resolution echocardiograms help answer clinical questions and improve patient management.

DEFINITY® provides prolonged enhancement at a low dose so your patients get the accurate echoes and diagnoses they deserve.

4 OUT OF 5
contrast-enhanced echoes are performed with DEFINITY®

2200
peer-reviewed publications

17 million
studies performed

DEFINITY® produces high-quality, consistent, and reliable images

Our advanced microbubble technology helps you see in High DEF(INITY)[™] with proven safety and consistent quality from echo to echo. DEFINITY® (Perflutren Lipid Microsphere) is the most used, most studied, and most trusted diagnostic ultrasound enhancing agent in the US.

Safety
Proven across sex, race, and age
[LEARN MORE >](#)

Efficacy
Facts about how DEFINITY® works
[LEARN MORE >](#)

Case Studies
Real-world experiences
[LEARN MORE >](#)

What is DEFINITY®?

DEFINITY® is a diagnostic ultrasound enhancing agent that opacifies the left ventricular chamber and improves the delineation of the left ventricular endocardial border in patients with suboptimal echocardiograms.

See in High DEF(INITY)[®]

A clearer echo. A better treatment plan.

Your decisions have real-life consequences. High DEF(INITY)[®], high resolution echoes help answer clinical questions and improve patient management.¹ DEFINITY[®] provides prolonged enhancement at a low dose so your patients get the accurate echoes and diagnoses they deserve.^{1,2}

Our advanced microbubble technology helps you see in High DEF(INITY)[®] with proven safety and consistent quality from echo to echo.³⁻⁵ With more than 15 million studies performed, DEFINITY[®] is the most used and trusted ultrasound enhancing agent in the US.^{4,6}

Enhance your perspective at www.definityimaging.com

References: 1. Kurt M, et al. *J Am Coll Cardiol*. 2009;53(9):802-810 2. Becher H, Burns PN. *Handbook of Contrast Echocardiography: Left Ventricular Function and Myocardial Perfusion*. Heidelberg, NY: Springer-Verlag; 2000:2-44 3. DEFINITY[®] [package insert]. N. Billerica, MA: Lantheus Medical Imaging, Inc. 4. Data on file, Lantheus Medical Imaging, Inc. 5. Sboros V, et al. *Ultrasound in Med & Bio*;27:1367-1377 6. ©2021 Millennium Research Group, Inc. All rights reserved. Reproduction, distribution, transmission or publication is prohibited. Reprinted with permission.

DEFINITY[®]
VIAL FOR (Perflutren Lipid Microsphere)
INJECTABLE SUSPENSION

Companion Ad

Branded

CAMZYOS .com

Digital AOR HCP

As a “guest” designer, my launch site concept was client-chosen. Handed-off to the Camzyos team for the build.

camzyos.com



UNDERSTANDING SYMPTOMATIC OBSTRUCTIVE HCM

HCM can progress over time. If you've been diagnosed with symptomatic obstructive hypertrophic cardiomyopathy (HCM), it's helpful to have a good understanding of your condition and speak with your doctor if you're experiencing any new or worsening symptoms.

WHAT IS SYMPTOMATIC OBSTRUCTIVE HYPERTROPHIC CARDIOMYOPATHY (HCM)?

Obstructive HCM is the most common type of HCM—a condition that can affect the function of your heart.

HCM causes the heart to thicken and stiffen, making it harder for the heart to fill with blood. When HCM causes the heart muscle to get so thick that it **blocks or reduces blood flow from the heart to the rest of the body**, it's called **obstructive HCM**. Obstructive HCM is also referred to as HoCM (short for hypertrophic obstructive cardiomyopathy), and you may have heard this term in discussions with your doctor.

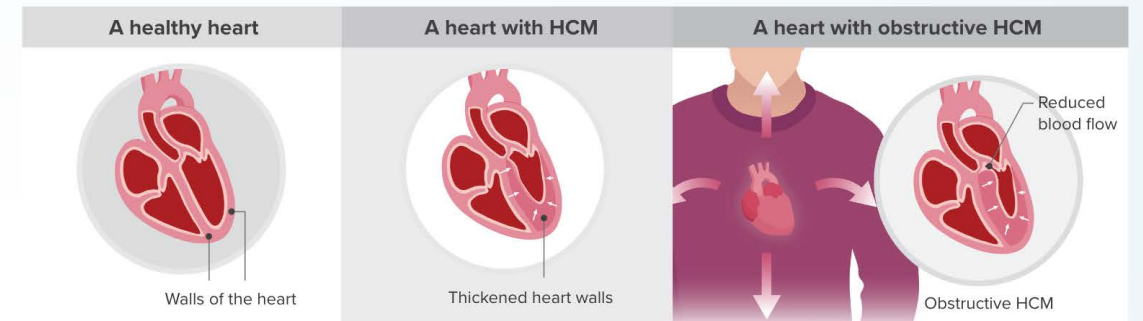
Obstructive HCM makes it difficult for the heart muscle to relax, which means the heart must work harder and use more energy. When you have symptoms with obstructive HCM, it's called **symptomatic obstructive HCM**. These symptoms can increase with physical exertion and worsen over time.



DID YOU KNOW

HCM is a heart disease that can be inherited, which means it may run in your family due to genetics. In fact, it's estimated that HCM impacts between 1 in 200* and 1 in 500† people.

*The 2015 Semsarian publication identified that the prevalence of HCM could be as high as 1 in 200.
†The 1995 CARDIA study—a multicenter, US-population-based echocardiography study of 4111 subjects (aged 23-35) identified the prevalence of HCM as 1 in 500 in the general population.



Common symptoms can include:



Shortness of breath



Rapid heartbeat



Chest pain



Feeling light-headed



Fainting



Fatigue

People with obstructive HCM may experience additional symptoms that are not shown here.

Recent works

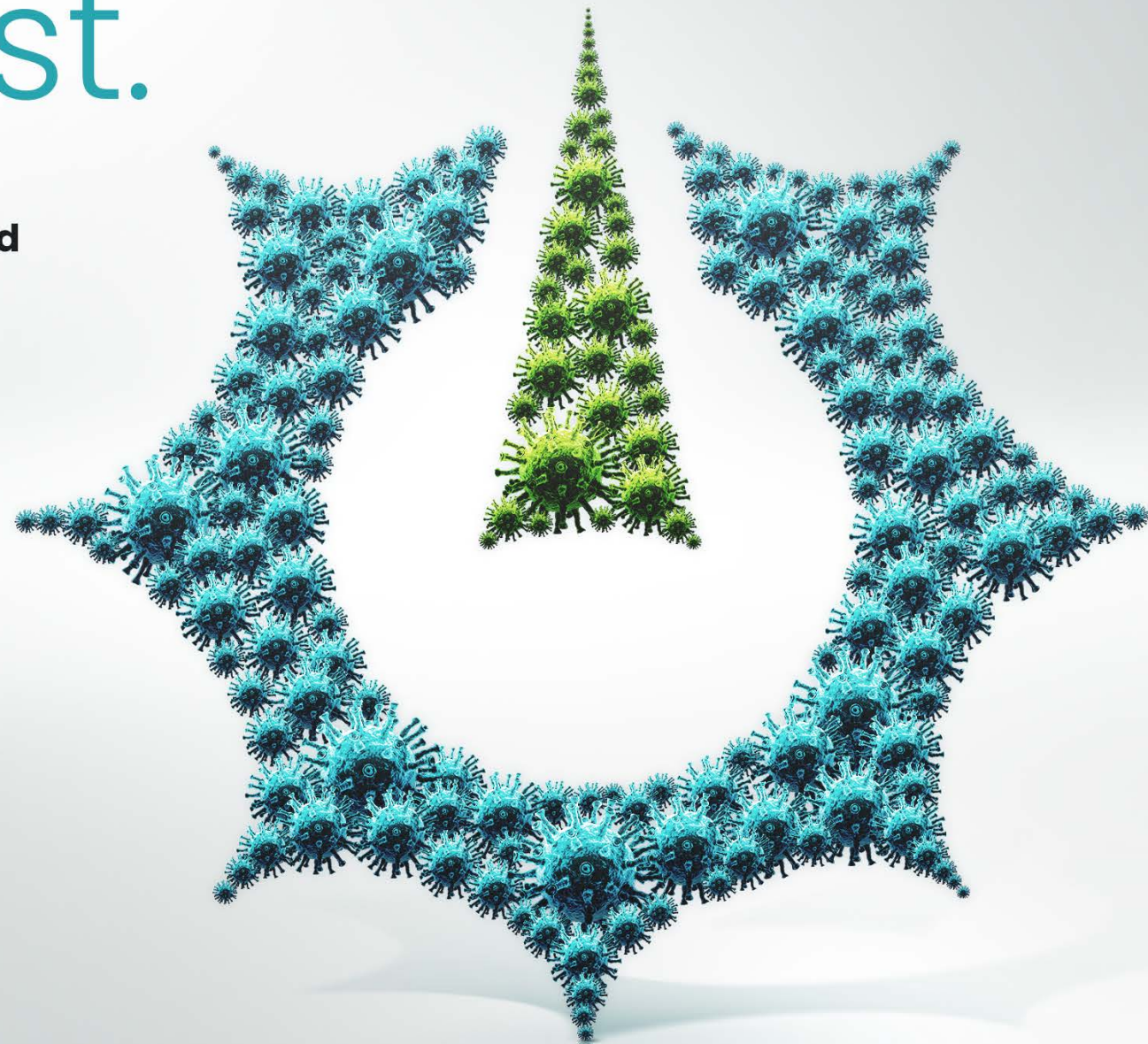
Concepts

This virus has a new host.

We're Replimune, and we're determined to revolutionize advanced skin cancer treatment through OVT

Cancer involves a failure of the immune system. It's our mission to help you combat this failure with therapies that activate a powerful and durable full-body, anti-tumor immune response.

That's why we're pioneering a novel class of OVT, built around a proprietary virus strain engineered to ignite the body's response and overwhelm tumors both locally and systemically. Our approach is to bring together multiple mechanisms of action that destroy cancer and generate long-lived immune activity. And provide you with more options help keep patients in remission and living the lives they want.



At Replimune, we imagine a world where advanced skin cancer is a curable disease.

Transforming OVT may be the way to get there.

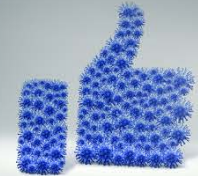


Replimune Advertorial

Unbranded



Our OVT has the potential to go viral



RPI is elegant, tumor-directed science

When injected into a tumor, RPI directly destroys it and alters the local immune microenvironment to create a "hot", immune cell-rich environment for checkpoint inhibition. Even tumors with previously low levels of PD-1 expression, for example, become ideal targets for PD-1 inhibition.



RPI partners with anti-PD-1 therapy

The combination of RPI and anti-PD1 therapy causes tumor antigen-specific CD8+ T cells to release and infiltrate distant metastatic lesions, exerting systemic antitumor activity. This can overcome anti-PD-1 resistance and boost the activity of concurrent anti-PD1 therapy.



RPI works both locally and systemically

RPI has a dual local and system mechanism of action—a direct, virus-mediated killing of tumors and alteration of the tumor microenvironment that generates a strong and durable systemic anti-tumor response.



RPI is engineered with a greater payload

RPI is designed to express not only GM-CSF but also GM-CSF- β , which allows it to work where other oncolytic viruses have not.

PRO VIRAL? ANTI VIRAL?

Tell us why



Replimune Event Concept
Unbranded

That feeling that not even recurring DLBCL can get you down?

FEELING JUVI

You've been through it. But, when recurring DLBCL knocks you down, MONJUVI can help you get right back up. With results that last and convenient administration, MONJUVI is what's next to help keep life lively. So, ask your doctor about MONJUVI today, and keep on keeping on.

Visit [FeelingJuvi.com](https://www.feelingjuvi.com) to learn more.

MONJUVI[®]
tafasitamab-cxix | 200mg
for injection, for intravenous use

MONJUVI Adlob
Branded



When DLBCL returns
after chemotherapy,

MONJUVI unleashes a powerful attack

If your DLBCL is back, ask your doctor
about MONJUVI. It's targeted therapy
that's as tenacious as you are, with results
that last and convenient administration.
So you can stay fierce in the fight—and
get back to your life.

MONJUVI[®]
tafasitamab-cxix | 200mg
for injection, for intravenous use

MONJUVI AdLob
Branded

In sickle cell disease (SCD), SILENT DAMAGE EXISTS BEYOND ACUTE PAIN EPISODES

SCD silent damage is progressive, independent of the occurrence of vaso-occlusive crises (VOCs). Hemoglobin S (HbS) polymerization drives hemolysis and anemia, which can lead to vasculopathy, impaired oxygen delivery, and further downstream complications.¹⁻⁵



MECHANISM OF DISEASE VIDEO



VISUAL AID BROCHURE



DISEASE AWARENESS WEBSITE

Disease Awareness Concept
Branded



The first step to saving my life was a simple test

We work hard to help people in your community every day. Alvin's story is just one example.



What's your Labcorp story?

Scan the code on the band-aid to share yours and see others.



#MyLabMyStory

Labcorp Pitch Tactical Concept

Branded

Recent works

Banner Ads

ONCE-DAILY
SOTYKTU[™]
(deucravacitinib) 6 mg tablets

**WHAT IF THERE WAS A
ONCE-DAILY PILL THAT
WORKED DIFFERENTLY?***

BMS 895
6 mg

*Selective TYK2 inhibitor.

FOR ADULTS WITH MODERATE TO SEVERE PLAQUE PSORIASIS

IMPORTANT SAFETY INFORMATION AND INDICATION
SOTYKTU may cause serious side effects, including:

Serious allergic reactions. Stop taking SOTYKTU and get emergency medical help right away if you develop any of the following symptoms of a serious allergic reaction:

- feel faint

[Full Prescribing Information >](#)

ONCE-DAILY
SOTYKTU[™]
(deucravacitinib) 6 mg tablets

TAKE WHEN YOU WANT

BMS 895
6 mg

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[Full Prescribing Information >](#)

ONCE-DAILY
SOTYKTU[™]
(deucravacitinib) 6 mg tablets

Did you know?

INDICATION AND IMPORTANT SAFETY INFORMATION
INDICATION SOTYKTU[™] (deucravacitinib) is indicated for the treatment of moderate-to-severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.
Limitations of Use: SOTYKTU is not recommended for use in combination with other potent immunosuppressants.
Please see Full Prescribing Information.

ONCE-DAILY
SOTYKTU[™]
(deucravacitinib) 6 mg tablets

Only a TB evaluation is required to initiate treatment^{1*}

*Unless patients have known or suspected liver disease. TB=tuberculosis.

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ONCE-DAILY
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No dose titration or dose adjustment¹


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It's that simple

INDICATION AND IMPORTANT SAFETY INFORMATION
INDICATION SOTYKTU[™] (deucravacitinib) is indicated for the treatment of moderate-to-severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.
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See dosing & initiation details

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with or without food¹

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For adult patients with
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plaque psoriasis¹

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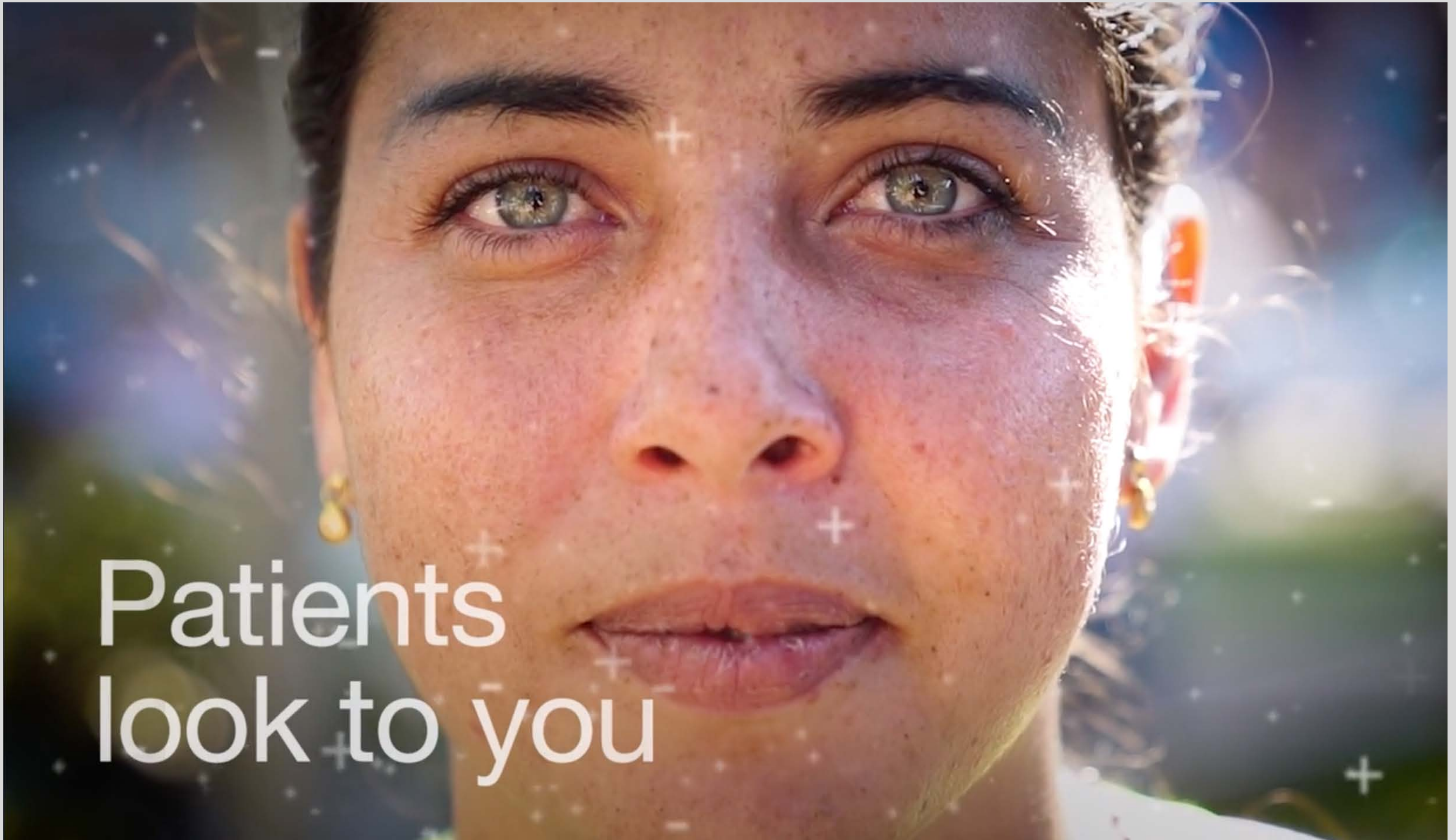


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