



Drew Blom

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Summary

Award-winning executive creative leader with 15+ years in design, illustration and member engagement through storytelling across healthcare and highly regulated sectors. Proven success scaling in-house teams, unifying global brand systems, and translating strategic business priorities into compelling omnichannel creative. Known for mentoring top talent, aligning C-suite stakeholders and consumer-centered storytelling for consumer, member and client audiences.

Experience

Director of Creative Strategy & Content, UnitedHealth Group **10/2024–present**

Worked directly with the CMO, chief of staff and Executive Communications of a Fortune 3 company on strategic planning, content development and executive communications.

- Developed CMO-ready presentations and visual identity systems to clearly communicate key enterprise marketing initiatives
- Partnered with Executive Comms to architect enterprise-wide employee engagement strategies, strengthening internal adoption of strategic priorities and big bets
- Collaborated with brand leaders across our 3 major brands to extend our visual identities

Executive Creative Director, UnitedHealthcare **10/2022–10/2024**

Led multi-disciplinary creative teams and agency partners to deliver award-winning work across the enterprise. Consulted regularly with Medicare, Medicaid, ACA, and Employer creative leads to ensure consistency, quality and performance.

- Oversaw creative development for TV, social, OOH and event activations, contributing to a +4 point lift in Brand Health
- Developed and launched significant updates to our brand system and developed training to increase brand recognition and reduce design fragmentation across our business lines
- Significantly grew our library of custom photography and illustrations to best reflect our key target audiences
- Developed brand identities and standards for owned brands, including UnitedHealthcare Children's Foundation and Broaden Health, saving +\$500k in agency fees

Creative Director, Optum Rx **04/2019–10/2022**

Led direct-to-consumer marketing and design for Optum Perks and the Optum Store, as well as member communications for Optum Rx. My team included internal creatives, large agency partners, and a team of contractors.

- Built a creative team from the ground up to launch new D2C offerings for the Optum brand
- Drove creative development for ongoing paid and organic social campaigns, resulting in ~\$1.5M in annual cost savings
- Developed new templates for email, newsletters and social that improved speed-to-market and increased reach and engagement for PBM communications
- Contributed to the Optum rebrand, including illustration library and standards development
- Guided digital product teams to develop modern, user-centered UI, including rules and documentation for accessibility

Senior Manager of Design & Development, Ameriprise **02/2018–04/2019**

Product owner and creative consultant. I led stakeholder alignment with key leaders to implement a new learning platform for over 20,000 financial advisors— including onboarding materials, video production, learning design and UI best practices.

- Architected the user experience strategy and facilitated change management
- Worked with PMs and tech to deliver an on-brand experience
- Drove adoption strategy, learning design and support materials

Creative Lead, UnitedHealthcare Medicare & Retirement **06/2016–02/2018**

My work spanned video, live event production and web design, enabling over 50,000 sales agents to access resources and materials to effectively and compliantly sell Medicare plans.

- Produced over 70 videos, contributing to +\$500k in annual cost savings
- Designed live event creative and collateral for large-scale, multi-day events
- Redesigned a key internal website, reducing user frustration and increasing employee engagement



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Graduate Instructor, University of Minnesota **2012–2016**
Taught undergraduate classes in design thinking and drawing in the College of Design while pursuing my MFA in Interactive Design.

Design Instructor, Rasmussen College **2009–2016**
Teacher, mentor, and curriculum designer for design and animation. In addition to teaching a full load, I oversaw the development of 12 bachelor-level design and animation courses that adhered to Bloom's Taxonomy, and produced content marketing for the design and animation program.

Art Director, Wet Cement Productions **2006–2007**
Led a team of 20 digital artists and animators creating 3D animated short films and television pilots. Approved daily shot-lists and made key production decisions to stay on-budget and meet project deadlines.

Owner, Drew Blom Design **2001–current**
Illustrator, creative consultant and designer helping startups and Fortune 500 companies tell their brand stories.

Education

Master of Fine Art – Interactive Design, University of Minnesota
Bachelor of Fine Art – 3D Animation, Rocky Mountain College of Art & Design

Executive skills

Brand architecture & leadership	Healthcare and PBM marketing
Creative strategy	In-house agency development
Cross-functional collaboration	Insight-driven campaign development
C-suite stakeholder alignment	Team mentorship
Executive communications	Vendor and partner relationships

Platforms & tools

Creative	Operations & Productivity	Innovation & AI
Adobe CC	Microsoft 365	Adobe Firefly
Canva	Miro	ChatGPT
Figma	Workfront	Microsoft Copilot

Awards



Agency partners

Campbell Ewald	Hill Holliday
CIEN+	Leo Burnett
Colle+McVoy	Psyop
Framestore	Rakish

Bonus

In addition to my professional career, I'm an aspiring luthier and have built many custom electric guitars. I'm also a published illustrator with over a dozen books to my credit and too many t-shirt designs to count. I bring an artistic eye and fresh strategic perspective to my leadership role.