

Peter Manges

Creative Director

PHONE 260.416.4900
EMAIL hey@petermanges.com
PORTFOLIO petermanges.com
PASSWORD 0000

EXPERIENCE

Cult Health

Creative Director May 2026–Present

Associate Creative Director November 2023–May 2026

- Lead brand identity, campaign development, and digital experiences from concept through production, overseeing multidisciplinary creative teams and building trusted client relationships.
- Manage and mentor six direct reports, guiding creative development, staffing, performance reviews, and promotions; lead new-business pitches and client presentations.
- Co-developed a comprehensive corporate rebrand for a medical technology company, defining its visual identity, messaging, and digital expression.
- Directed integrated campaign launches across television, social, web, CRM, and print, including the extension of an award-winning campaign to a new indication.
- Directed complex, budget-conscious productions, including a national television commercial produced for under \$250K through strategic planning and resourceful asset development.

Hero Collective

Associate Creative Director 2023

- Led brand identity development and new-business creative across healthcare and lifestyle brands.

The Bloc

Group Art Supervisor 2022–2023

- Directed multidisciplinary creative development and mentored junior designers.

FCB Health NY

Art Supervisor / Senior Art Director 2018–2021

- Developed award-winning campaigns and design systems across digital, print, video, and experiential media.

PPP Initiative

Design Lead 2015–2018

- Developed brand identity and multilingual communications for an international nonprofit.

Havas Lynx

Junior Art Director 2016–2017

- Created digital experiences, campaign concepts, and illustrations for healthcare brands.

The New Yorker

Editorial Production Associate 2015–2016

- Produced weekly print and digital editions; developed automation that reduced a three-hour production process to five minutes.

EDUCATION

Harvard College A.B. History, 2015

RECOGNITION

Creative Floor Product Design, Patient and Consumer, 2026

Clio Health Next Up Jury Member, 2025

TOOLS

Adobe Creative Cloud, Figma, HTML/CSS, Generative AI Workflows