

+ HEALTH SCIENCES

WARNES STUDIO

Narrative visual systems for
complex communication.

SELECTED WORK · ONCOLOGY · RARE DISEASE · 2026





✦ A COMPLETE SYSTEM · SICKLE CELL

THE STEADY CURRENT

He chose the rhythm that holds.

He was a sprinter. Sickle cell changed the pace, not the man. He races the long distances now, and means to be racing them for years.

A stock image can be used by anyone. Your campaign gets **a world built** for it.

Warnes Studio builds narrative visual systems for complex communication. One connected world, made to scale with the campaign. One visual language across the patient journey and the evidence behind it. Not a collection of one-offs that drift off brand, but something the brand owns and keeps building on.

The craft, the science, the system.
Few do all three.



DTC

The patient journey.



HCP

The evidence.



NARRATIVE

The concept that carries both.

+ SICKLE CELL • THE PATIENT JOURNEY

ONE PATIENT'S WORLD, BUILT AS ONE CONNECTED SYSTEM.

From the dawn routine to the swimmers
he now coaches, five scenes carry one life.
A reusable asset library, so the next wave
starts from work that already exists.



+ SICKLE CELL · THE PATIENT JOURNEY

01

The morning is his

Sickle cell management starts before sunrise.



02

He knows his numbers

Pacing is a skill, and he has practiced it.



03

A life wider than a diagnosis

Most of his day has nothing to do with sickle cell.

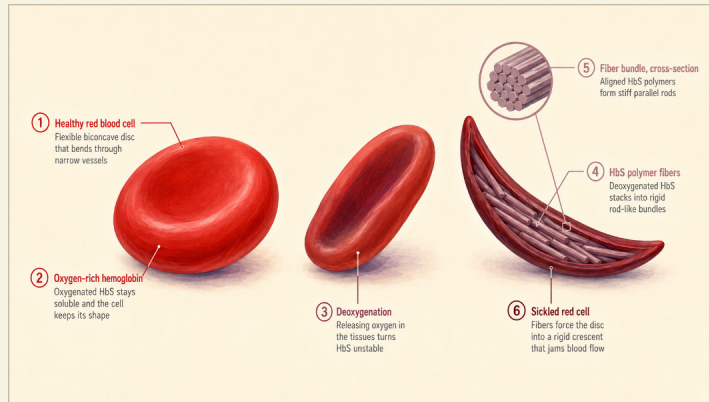


04

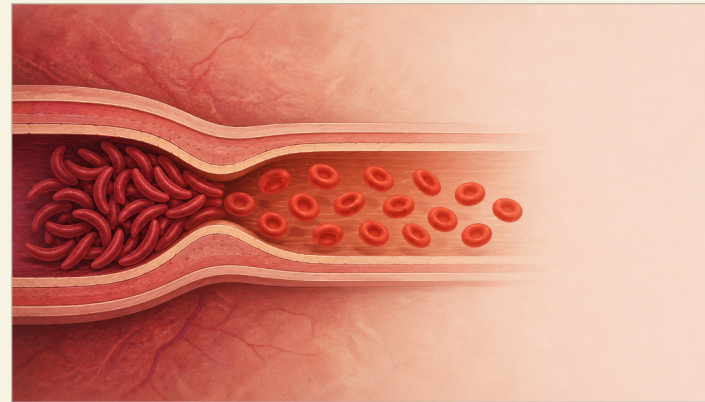
He passes it on

The pacing that carried him now steadies someone else.





01 Where Sickle Cell Begins



02 From Blockage to Flow



03 The Data Becomes a Conversation



04 The Outcome Has a Face

TRUE TO THE SCIENCE. HUMAN IN THE TELLING.

Where the disease begins, what it does inside the blood vessel, the clinical story reviewed with the patient, and the outcome that follows. One connected narrative, built pharma-fluent from the first render, so the science holds and the story lands with it.

✦ A COMPLETE SYSTEM · TRIPLE-NEGATIVE BREAST CANCER

THE LONG VIEW

She plants what she means to watch grow.

Some days are treatment days. This one is a Tuesday in the garden. She intends to have a lifetime of moments like this.





+ BREAST (TNBC) • THE PATIENT JOURNEY

DIFFERENT PATIENT, SAME CONNECTED WORLD.

The school run. The market at dawn. A life
measured in ordinary days, not treatment cycles.

+ BREAST (TNBC) · THE PATIENT JOURNEY

01

She is still mom, through all of it

She made sure the hardest
days never looked hard.



02

Her routine

The morning of a treatment
day, practiced and quiet.



03

A career that did not pause

Most of her day has nothing
to do with treatment.



04

Where she belongs

Not the clinic, not the scan.
Here, between her mother
and her daughter.

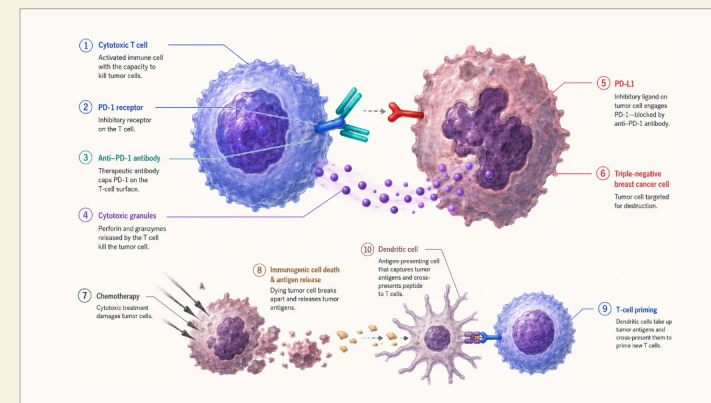


A HARDER DISEASE. THE SAME HUMAN CENTER.

The biology demands more from the work, and the work meets it. From the cell to the clinic, every frame is pharma-fluent from the first render, built to hold through review with the narrative intact.



01 It Begins in the Duct



02 Two Mechanisms, One Response



03 Face to Face on the Plan



04 The Outcome Has a Life Around It

✦ CRAFTED FOR YOUR BRAND

ORIGINAL ART FOR YOUR CAMPAIGN.

Approximately 40% of each render is held as clear space, for copy, positioned left, right, top or bottom. One visual world carries across digital and print.

Some of the brands I've worked on include Skyrizi and Rinvoq (AbbVie), Opzelura (Incyte), Exparel, Tempo (Lilly).

These illustrations are my own, not work produced for the brands named.



Patients see **their own story.**
HCPs see **the evidence** behind it.

One connected world for both, built for your campaign.

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