Abhishek Tomar

Associate MCE Manager · Omnichannel Engagement · UI/UX · Motion

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30,000+ HCPs onboarded on the India HCP Portal	**Gold** PMi Awards 2026, WE Learn Obesity	**Record** FIB-4 Calculator, highest click rate at Novo Nordisk India	**3.5x** content output with an AI workflow

Profile

I turn brand plans into campaigns doctors open, read and act on. At Novo Nordisk India I run omnichannel engagement across BCE emails, RTEs, WhatsApp and the HCP portal, and design the screens, content and AI-made films behind them. 5+ years in digital product design and content, with an M.Sc in Chemistry that helps me work closely with medical teams.

Experience

Novo Nordisk India

Feb 2023 to present

Associate MCE Manager · earlier MCE Professional (Sep 2024), MCE Consultant (Feb 2024) and Content Designer (Feb 2023)

Omnichannel engagement (OCE)

- Took brand plans from plan to execution for Rybelsus, Wegovy, Ozempic and Awiqli, including launch plans; part of the Ozempic launch team.
- Planned and triggered HCP campaigns across BCE emails, RTEs, WhatsApp and the HCP portal, with a combined content calendar and Digital Sales follow-ups.
- Built the FIB-4 Calculator website for doctors, which drew the highest click rate Novo Nordisk India has recorded.

HCP platforms and UX

- Led end-to-end UI/UX for the India HCP Portal, onboarding 30,000+ healthcare professionals.
- Designed conversational UX for the NIAA WhatsApp chatbot and NovoPulse pharmacy channel: 26,000+ HCPs and 500+ pharmacy outlets.
- Created the UI/UX of WE Learn Obesity (12+ HCP modules), Gold at the PMi Awards 2026 as one of a three-person core team.
- Led India's 500 Portal Plus pages, a global benchmark, building 240+ myself; led UI/UX for the novoRUN app launch and NovoCare tools.

AI-led content and operations

- Set up an AI-driven content workflow that lifted output 3.5x, to 1,000+ assets a year.
- Produced AI-made HCP brand videos with motion graphics and AI voiceover, plus an AI-presenter video for the Digital Sales team.
- Localised 5,000+ global Wegovy launch assets into 28+ criteria for India, and streamlined MLR review and emailer production.

Campaigns, video and events

- Weight of Diabetes campaign: 16.4M impressions, video view rate 35.4% above benchmark; Slice of Life videos with 3M views.
- Produced 500+ portal and WhatsApp assets, 100+ podcasts and 60+ shorts.
- Built NIAA as an AR avatar in a holobox, the Vobesity Clinic and an AI launch bot; organised the RareD event.

Freelance UI/UX Designer and Content Creator

2021 to 2022

- Designed UI/UX for web and mobile apps and produced 150+ product design videos.

Awards

Gold, PMi Awards 2026 WE Learn Obesity, PM Society, London	**Innovative Content Creation** Dec 2024	**MCE Excellence** Dec 2024
Star Performer Dec 2024	**GBS Sports Award** Nov 2024	**Award for Excellence** Feb 2024

Education

EMERGE Leadership Development Program
Emerge, Denmark · Leadership and Business Strategy
Oct 2026 to present

Executive Education, Marketing
IIM Nagpur
Jun 2026 to present

Intelligent Interaction Design
IISc Bengaluru
Jun 2024 to May 2025

UI/UX, Web and Multimedia Design
DesignBoat UI/UX School
Jul 2022 to Feb 2023

M.Sc Chemistry
Dr. Bhimrao Ambedkar University, Agra
Mar 2020 to Apr 2022

B.Sc Science
Dr. Bhimrao Ambedkar University, Agra
2016 to 2019

Skills

Omnichannel: OCE brand plans, BCE, RTE and WhatsApp campaigns, Next Best Action journeys, HCP segmentation, MLR-ready content

AI: agentic AI workflows, prompt engineering, AI video, voice and presenters

App building: Android apps built with AI, shipped as APKs through GitHub

Design: UI/UX, design systems, chatbot UX, accessibility, UX research

Content: motion graphics, video editing, storytelling, social media

Research: medical referencing with PubMed and Semantic Scholar, data-driven design

Tools

Figma · After Effects · Premiere Pro · Photoshop · Illustrator · Claude · ChatGPT · Gemini · Copilot · HeyGen · ElevenLabs · Magnific · RunwayML · Synthesia · GitHub · SEMrush · PubMed

Languages

English, Hindi