Xenex — FDA De Novo Story

(Setting the FDA blueprint for Whole Room Microbial Reduction)

Case Study

Problem

During COVID, UV products flooded the market. Hospitals saw bold claims, uneven testing, and no clear FDA category for whole-room UV robots—creating confusion for buyers and infection-prevention teams.

Plan

- Build a claims-tight story around real-world efficacy; align early with Clinical/Legal.
- Package evidence for an FDA De Novo submission (a pathway that creates a new device type when none exists).
- Ship simple, compliant assets: message house and claims grid, explainer video, sales one-pagers, and landing/social variants that anyone on the buying team can understand.

Outcome

- FDA granted De Novo to Xenex LightStrike+ (DEN230007; 09/01/2023), establishing a new device classification—"whole room microbial reduction device" (21 CFR 880.6510; product code QXJ). This created the regulatory blueprint for room-scale UV robots.
- Following that decision, industry coverage underscored that authorization is now required to market UV robots to healthcare facilities (i.e., you can't just make claims and sell).
- The FDA subsequently granted De Novo to other UV chamber devices (e.g., Germitec Chronos for probe disinfection), showing the broader shift to regulated categories—but in different device types than whole-room robots.

Why it matters

Creates a clear FDA pathway for whole-room UV—helping hospitals compare authorized devices vs. unvetted claims and buy with confidence amid rising AMR risk.

What shipped

Message house and claims grid • Creator-style explainer video • One-pager • Sales deck refresh • Landing/social variants • FAQ for IP/Facilities/Finance • Internal briefing for spokespersons.

My role

Strategy, scripting, creative direction, hands-on production; experiment design (hooks/captions/cuts); cross-functional alignment with Sales/Product/Clinical/Legal to keep claims simple, accurate, and defensible.

Xenex — Personalized Mug Studio

(Trade show AI-assisted portraits, printed live)

Case Study

Problem

Noisy exhibit floors. Swag draws crowds, not pipeline.

Plan

Pre-event email with two event-themed mug designs; registrants vote (intent signal).

Execution

- Tag voters in CRM before the show.
- At booth: scan badge to qualify A/B/C leads, AI photo to hot-press mug in the winning design.
- Two-press workflow; timed pickups to manage 30–40 min lines.

Outcome

- Booth rush at open (“rope-drop”).
- Mugs became collector items; sustained traffic during show floor hours.
- Higher A/B lead mix, more meetings/demos, lower CPQL vs. prior shows.

What shipped

Vote email and UTM tracking; templates for background/branding; on-site photo/consent flow; print presets; run-of-show; thank-you reels and demo CTAs.

My role

Concept, creative, email flow, booth ops design, print QA, CRM tagging, post-show content.

Metrics

28% increase in meetings vs. prior show; 87 pre-event voters; 378 mugs printed (peak 53 per hour); 372 unique scans; 31% of mug recipients were A- or B-scored leads.

UPS — Founders Day
AR Museum (Global Access)
Case Study

Problem

Most employees never see Atlanta HQ's history; global teams lacked a tangible way to connect with UPS heritage.

Plan

Build a phone-accessible AR museum reachable from anywhere. Curated artifacts and AI-animated historic photos; distributed via QR and intranet post—no app required.

Outcome

Global engagement and stronger sense of pride/belonging; leaders used it in internal comms and events. The format became a reusable template for future heritage content.

What shipped

AR "rooms," artifact captions, teaser clips, intranet/QR rollout, accessibility notes.

My role

Strategy, curation, design/art direction, prototype build, launch comms.

Metrics

Reached a global audience across AMER, EMEA, and APAC; adopted in internal communications by regional leaders; no app required.