

# ISAAC LEWIS

Art Director | Chicago, IL | isaacjlewiis@gmail.com | isaaclewiis.com | linkedin.com/in/isaaclewiis

## ABOUT

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Art director working across social, digital, and integrated campaigns, with agency experience at Ogilvy and VML on food and beverage, healthcare, and CPG brands. Concepts from insight, builds the visual system, and takes it through production. Journalism degree and an art minor, which shows up as an editorial eye and a habit of writing the idea down before designing it. Also a working DJ, which is where the read on culture and pacing comes from.

## EXPERIENCE

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**Art Director Intern** | Ogilvy, Chicago, IL

June 2026 - August 2026

*Coca-Cola (Simply), SC Johnson (STEM, Mr. Muscle, Lysoform), Eli Lilly (Lilly, LillyDirect)*

- Concepted and art directed organic social content across three accounts, taking ideas from platform insight through layout, type, and final asset.
- Built monthly content planning and recurring content pillars for LillyDirect, working with strategy and copy to keep a consistent visual voice across the calendar.
- Developed social content for SC Johnson STEM, including a post that outperformed account engagement benchmarks.
- Pitched reactive social concepts off breaking cultural moments, translating fast-moving culture into on-brand recommendations for creative leadership.
- Extended campaign thinking into digital, print, and out of home territories for Coca-Cola Simply.
- Co-presented an intern team campaign to senior agency leadership, including the Global Deputy Chief Creative Officer.

**Art Director Intern** | VML, Kansas City, MO

Summer 2025

*Covered California, Elanco, Mondelez, Negro Leagues Baseball Museum*

- Produced social and integrated campaign assets across five accounts, adapting craft standards and brand voice to each platform.
- Art directed cultural and community storytelling content for the Negro Leagues Baseball Museum.

**Art Director** | MOJO Ad, Columbia, MO

2025 - 2026

*Student-run agency serving live national clients*

- Led art direction on Scentmates, a national campaign for Bath and Body Works, building the visual system across social, digital, and retail-facing work.
- Built the design system for The Wager, a national research campaign styled around a high-end casino aesthetic, owning typography, editorial layout, and data visualization across a multi-section printed report.
- Presented and defended creative in client-facing pitch settings alongside copy, video, and strategy partners.

**Communications Assistant and Graphic Designer** | University of Missouri

2023 - 2026

- Grew departmental Instagram following by 6,000% and drove 36,000+ LinkedIn impressions through original social content strategy, art direction, and design.
- Produced high-volume social, motion, and print work on a lean in-house budget while holding a consistent visual identity across every channel.

## SKILLS

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**Craft:** Art direction, social-first concepting, campaign development, typography, editorial layout, brand identity systems, storyboarding, photo and video direction, motion

**Tools:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Lightroom, Canva, generative AI tools

**Channels:** Organic and paid social, digital, branded content, out of home, print, experiential

## RECOGNITION AND LEADERSHIP

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- Most Promising Multicultural Student 2026, American Advertising Federation.
- Executive Director, Filling In The Space, University of Missouri. Led a student creative community through programming, live events, and a full leadership transition.
- Co-Founder and Creative Director, Visual Communications Club, University of Missouri. Built the brand identity and creative output of a student organization from launch.
- Founder, 2nd Connections and Cocktails, a Chicago networking series for early-career creatives.
- Working DJ, performing across Kansas City, Columbia, and Chicago.

## EDUCATION

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**Bachelor of Journalism, Strategic Communication** | University of Missouri

2022 - 2026

Minor in Art | Cum Laude | Gregory Scholar