

ISAAC LEWIS

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ABOUT

Art director working across social, digital, and integrated campaigns, with agency experience at Ogilvy and VML. Concepts from insight, builds the visual system, writes the copy that carries it, and takes the work through production and brand review. 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 spent nearly three years as a resident assistant, so resident experience and student living are familiar territory rather than a new category.

EXPERIENCE

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, copy, and final asset.
- Built monthly content planning and recurring content pillars for LillyDirect, working with strategy and copy to hold a consistent visual and verbal 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 | MOJO Ad, Columbia, MO

August 2025 - May 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.
- Produced templates and layout standards that let teammates across copy, video, and strategy deploy on-brand work without redrawing the system each time.
- Presented and defended creative in client-facing pitch settings alongside copy, video, and strategy partners.

Art Director Intern | VML, Kansas City, MO

June 2025 - August 2026

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.

Communications Assistant and Graphic Designer | University of Missouri

July 2023 - May 2026

- Grew departmental Instagram following by 6,000% and drove 36,000+ LinkedIn impressions through original social content strategy, art direction, copywriting, 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.
- Proofed and approved incoming art and copy requests from across the department for accuracy and brand alignment before release.

Resident Assistant | University of Missouri

August 2023 - May 2026

- Supported resident experience for a residential community, building seasonal and thematic programming, signage, and campus-facing promotional materials on a recurring calendar.
- Learned firsthand what actually moves residents to show up, which now informs how experiential and community-facing creative gets built.

SKILLS

Craft: Art direction, social-first concepting, campaign development, copywriting, typography, editorial layout, brand identity systems, brand standards and asset governance, template and toolkit design, storyboarding, photo and video direction, motion

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

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

RECOGNITION AND LEADERSHIP

- 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.

EDUCATION

Bachelor of Journalism, Strategic Communication | University of Missouri

2022 - 2026

Minor in Art | Cum Laude | Gregory Scholar