

# ISAAC BONILLA II

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## *Award-winning Art Director/Developer*

20+ years of expertise collaborating with major brands and comprehensive knowledge of COPPA and KidSafe guidelines. Expert at crafting impactful, interactive digital displays and websites, while maintaining exceptional time and project management skills, excelling in fast-paced, multi-project environments. Possesses a solid grasp of design fundamentals, including layout and composition. Notably, pioneered the creation of the first-ever ad unit incorporating a Spotify embed player, generating \$1MM+ for a single campaign.

### Core Competencies

- Digital Advertising Strategy
- Mentorship & Team Management
- Performance Optimization
- Innovative Interactive Solutions
- Creative Development
- Project Management
- UI/UX Project Management
- Front End Development

### Professional Experience

#### Freelancing Art Director – Remote

December 2023 – Present

#### Playwire – Boca Raton, FL

October 2014 – November 2023

##### *Interactive Art Director*

- Conceptualized and executed best-in-class advertising, leading fully integrated campaigns, brand identity, and digital product promotions for web and app.
- Mentored a team of 8 team members, including Junior Developers, Graphic Designers, and Video Editors, fostering their growth and development.
- Achieved a 25% improvement in CTR and engagement rates on ad units, showcasing a tangible impact on campaign effectiveness.
- Led the design & development of Interactive Ad Units, Animations, and Interactive Video Ads (VPAID) for desktop and mobile web, as well as in-app environments.
- Oversaw the creation of digital display video ad formats (i.e., VAST) across various platforms, including web, mobile, app, and OTT/CTV platforms.
- Executed QA deliverables and proactively troubleshooted any issues that arose, ensuring seamless project implementation.
- Developed a high-impact and engaging gamified ad unit that captured the attention of Sony Pictures, leading to a purchase for inclusion on the Peter Rabbit website and DVD release – a groundbreaking achievement for the company.
- Served as the primary collaborator and decision-maker for projects involving external agencies and production partners, offering valuable mentor-ship and guidance to junior team members and interns in areas such as time management, process implementation, and creative work.
- Honored with Playwire's prestigious "Get Sh!t Done" Award for outstanding contributions and accomplishments.

#### PointRoll/Sizmek – Remote Freelance

March 2013 – October 2015

##### *Creative Developer*

- Designed and developed landing pages, micro-sites, and emails for a diverse range of clients.
- Stayed updated on the latest web development technologies and trends to ensure the employer remains at the forefront of the industry.
- Implemented innovative interactive solutions to enhance user experience on digital platforms, such as websites and mobile applications.
- Collaborated with cross-functional teams, providing technical expertise and support to design and development teams for creating visually appealing and user-friendly interactive experiences.

**Young & Rubicon (Y&R)** – Miami, FL

*Creative Developer*

March 2013 – December 2013

- Crafted and implemented captivating landing pages and micro-sites, showcasing a great eye for design and functionality.
- Orchestrated the design and development of compelling marketing emails, ensuring a cohesive and impactful brand communication.
- Pioneered the development and execution of innovative interactive solutions, elevating user experience and engagement across digital platforms, including websites and mobile applications.
- Fostered collaboration within the team to conceive visually stunning and user-friendly interactive experiences on various digital platforms.
- Offered invaluable technical expertise and support to design and development teams, ensuring the creation of interactive solutions aligned with client specifications.

**KBS+P** – New York, NY

*Lead Flash Developer*

January 2011 – March 2013

- Partnered with UI/UX designers to create visually engaging and interactive Flash applications, aligning with client requirements and brand standards.
- Developed innovative and visually appealing Flash animations, ads, landing pages, and interactive experiences for BMW.com
- Mentored 2 Junior Flash Developers, ensuring quality work and fostering professional growth within the team.
- Led and managed a team of 4 Flash developers, ensuring timely delivery of high-quality Flash applications.
- Researched and implemented new technologies and industry best practices in Flash development to stay ahead of market trends and offer innovative solutions to clients.
- Awarded Honor Roll for the “Most Innovative Use of an API”.

**G2/Grey Group** – New York, NY

*Flash Developer*

January 2010 – January 2011

- Optimized Flash-based advertisements for maximum performance and user experience, ensuring fast loading times and seamless interaction across different devices and platforms.
- Conducted regular research on emerging technologies and best practices in Flash development, aiming to continuously improve the quality and effectiveness of interactive experiences.
- Provided technical assistance and support to internal teams and clients, troubleshooting and resolving issues related to Flash development.

**Earlier Experience**

**EURO RSCG/Life** October 2009 – January 2010

*Freelance Flash/Web Developer*

**Unit7** January 2007 – August 2008

*Web Developer*

**Hill Holiday** August 2009 – September 2009

*Freelance Flash/Web Developer*

**G & G Entertainment** February 2003 – January 2007

*Creative Director*

**AX – Armani Exchange** August 2008 – August 2009

*Web Production Artist*

**The Wine Enthusiast Companies** January 2001 – January 2003

*Web Production Artist*

**Technology Proficiencies**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Animate), Figma, UI/UX, HTML5, CSS3, JavaScript, WordPress, COPPA, Celtra, ClickUp, GAM, Google Suite

**Military Service** – US Marines

**Education** – Katherine Gibbs | Associate of Applied Sciences