

ISAAC BONILLA II

Coral Springs, FL | 917-498-7547 | whosisaacb@gmail.com | [linkedin.com/in/isaac-bonilla](https://www.linkedin.com/in/isaac-bonilla) | whosisaac.net

SUMMARY

Creative Director with 20+ years leading brand campaigns across entertainment, gaming, toys, music, and digital advertising. Secured a \$1M+ UMG/Spotify embedded campaign that every competing agency declined to attempt. Directed naming, tagline, and launch campaign for the 2025 iF Design Award-winning ORIGIN PC Arachnid. Built gamified ad formats driving 10%+ engagement lifts for LEGO, McDonald's, and Disney. Hybrid creative and technical leader — equally fluent in brand strategy, campaign conceptualizing, and front-end execution.

CORE COMPETENCIES

Creative Direction · Art Direction · Integrated Campaign Development · Brand Identity Development · Visual Storytelling · Creative Strategy · Go-to-Market Campaigns · Performance Marketing · Paid Social Creative · Digital Campaign Development · Interactive Ad Development · UI/UX Design · Responsive Web Design · Front-End Development (HTML5, CSS3, JavaScript) · API Integration · Dynamic Creative · Rich Media & High-Impact Ad Formats · Motion Graphics & Video Production · Typography & Layout Design · Team Leadership · Creative Mentorship · Cross-Functional Collaboration · Budget Management · Creative Operations · Executive Presentations · ROAS / Campaign ROI · Brand Strategy · Adobe Creative Suite · Figma · Asana · Smartsheet · Generative AI (Midjourney, Adobe Firefly, Runway, Higgsfield.ai) · AI Creative Direction · Prompt Engineering · COPPA / kidSAFE Compliance

EXPERIENCE

Creative Director / Creative Manager

04/2024 – Present

ORIGIN PC · Miami, FL

- Directed full-spectrum product launch for the Arachnid PC line: naming, tagline, campaign strategy, and go-to-market execution across video, social, and web — recognized with a 2025 iF Design Award
- Led integrated multi-channel campaigns across video, social, email, and digital, delivering cohesive brand storytelling with measurable increases in audience reach and engagement
- Translated complex hardware capabilities into compelling visual narratives that elevated brand positioning and drove consumer engagement in a competitive performance PC market
- Built and developed a multidisciplinary creative team (design, motion, copy), ensuring quality, brand consistency, and on-time delivery across all channels
- Presented and pitched creative concepts to executive leadership and brand partners, aligning creative vision with business objectives and revenue goals

Art Director / Web Developer

01/2024 – 04/2024

Freelance · Coral Springs, FL

- Designed and developed high-converting, user-centric digital experiences and product-focused websites, optimizing UX/UI for engagement and conversion
- Produced brand and campaign assets across video, paid media, and web platforms, ensuring cohesive storytelling and brand alignment
- Combined art direction with front-end development (HTML5, CSS3, JavaScript) to deliver responsive, performance-driven web experiences

Art Director

10/2014 – 12/2023

Playwire · Boca Raton, FL

- Secured and led a \$1M+ campaign with Spotify by developing a first-of-its-kind proof of concept embedding the Spotify web player into a dynamic ad unit — converting a declined-by-all-competitors concept into a year-long, multi-artist campaign rollout
- Invented the Flex Leaderboard with Skin, a proprietary full-page takeover ad format with responsive, cross-device adaptability and IAB-compliant video playback, driving 10%+ per-campaign engagement lifts
- Designed and launched gamified in-app interstitial ad formats for McDonald's Happy Meal, LEGO, and Disney, achieving 5% YoY engagement growth and widespread platform adoption
- Partnered with product, engineering, and sales teams to deliver innovative, performance-driven ad solutions for global brand clients
- Mentored designers and established scalable creative workflows across the team

Creative Developer (remote, concurrent with Playwire)

03/2013 – 10/2015

PointRoll / Sizmek · Remote

- Developed interactive, dynamic ad experiences leveraging APIs and advanced functionality to deliver high-performance digital campaigns
- Architected a proxy server solution to mirror live Twitter feeds and bypass API rate limits, enabling real-time social content delivery within ad units at scale
- Received the PointRoll Innovation Award for Most Creative Use of API — recognized for pioneering technical and creative execution beyond industry standards

Web & Graphic Designer / Lead Web Designer / Lead Web Developer

10/2003 – 02/2013

WPP & Omnicom Group — Y&R · Grey Group · KBS · Hill Holliday · EURO RSCG · New York, NY / Miami, FL

- Engineered a real-time social ad unit for HomeGoods (KBS+ / Omnicom), integrating live user-generated Twitter content directly into banner ads at scale
- Delivered digital campaigns for BMW, Toyota, and Cadillac across New York and Miami offices; led web design, rich media, and interactive ad development across agency networks

CLIENT EXPERIENCE

LEGO · Electronic Arts · Activision · Hasbro · BMW · Cadillac · Toyota · CVS · Target · McDonald's · ESPN · Sony Pictures · Lionsgate · Universal Music Group · Spotify · HomeGoods · Disney

EDUCATION

Associate of Applied Science (AAS), Digital Media

Gibbs College (Formerly Katharine Gibbs School)

MILITARY SERVICE

United States Marine Corps

AI TOOLS

Midjourney · Adobe Firefly · Higgsfield.ai · Runway · Claude · ChatGPT — integrated into concepting, iteration, and motion workflows