

# Isaiah J. Comer

Brand Designer | Visual Identity | Digital Campaigns

## Summary

Creative, efficient brand & visual designer with 6+ years of experience delivering high-impact digital assets across sports, media, and nonprofit sectors. Expert in brand systems, campaign design, and cross-platform storytelling using Adobe Creative Suite, Figma, and modern UI tools. Proven ability to scale creative output while maintaining brand consistency across large organizations.

## Professional Experience

### Assistant Director of Digital Communications at NCAA

July 2024 – Present | Full-time

- Spearhead end-to-end design for 30–80+ monthly digital projects across web, social, and internal campaigns, ensuring brand consistency under tight deadlines using Adobe Creative Suite and Figma
- Led a full-scale digital brand audit completed 50% faster than projected, uncovering key inconsistencies and accelerating implementation of cohesive brand standards
- Delivered 120+ assets in a single day for a high-visibility campaign, replacing agency costs with in-house design solutions and generating significant cost savings
- Collaborate cross-functionally with content, video, and social teams to develop integrated visual storytelling for national campaigns like “Olympians Made Here,” supporting measurable audience growth

### Graphic Designer & Multimedia Specialist at Cumulus Media

October 2023 – July 2024 | Full-time

- Collaborated with the sales team, promotions team, and station managers to create social graphics, PowerPoint decks, website graphics, logos, show brand identities, & event graphics for all 6 stations (WFMS, WJJK, WXNT, WZPL, WNDX, & WNTR) for use across all digital station platforms, internal & external-facing
- Designed dozens of social campaigns, email layouts, OTT video ads, and cross-platform ad campaigns for external clients, operating as an internal design/advertising agency
- Developed new brand guideline system with individual styles for each of the 6 stations to maintain consistency and clarity between the brands

### Indiana Pacers Digital Graphic Designer at Pacers Sports & Entertainment

October 2023 – May 2024 | Part-time

- Designed high-speed game day graphics for 40+ regular season matchups — including score updates, player highlights, and celebratory visuals — reaching millions across social platforms
- Collaborated with the digital team on game nights to create social graphics for accounts with 3 million+ followers on Instagram, X/Twitter, Threads, & Snapchat
- Edited up to 90+ photos each worked game night for use across social platforms while simultaneously creating graphics & artwork

## Previous Experiences

- Graphic Designer/Artist, *Divine Persuasion Studio*, June 2023 – October 2023
- Graphic Designer (Contract), *Kinney Group, Inc.*, August 2021 – June 2023
- Graphic Designer & Social Media Director, *Faith Apostolic Church*, June 2019 – March 2022

## Contact Info

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[isaiahcomer](#)

Pendleton, IN

## Education

### Thomas Edison State University

BSBA, Marketing

June 2022 – Present

(In Progress)

## Technical Skills

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Lightroom
- Premiere Pro
- After Effects
- Figma
- Microsoft Office
- DaVinci Resolve
- Hubspot
- Sprout Social
- Wordpress CMS
- Elementor
- Deck Design
- Email Design
- Print Design
- Document Layout
- Graphic Design
- Motion Graphics
- Ad Campaign Design
- Branding & Identity Design
- Web Design
- UI Design
- Iconography
- Layout
- Illustration
- Video Editing