

ISAIAH COMER

Senior Brand, Digital, & Visual Designer

Brand Systems + Campaign Art Direction + Digital Storytelling

SUMMARY

Strategic, detail-driven brand designer with experience leading high-impact digital campaigns and visual systems for large organizations and mission-driven brands. Adept at scaling creative output, unifying design across platforms, and driving audience engagement through story-driven design and visual systems. Skilled in connecting creative direction with execution to deliver cohesive, high-performing brand experiences.

CONTACT INFO

isaiah@comercreative.co
(865) 607-3148
www.comercreative.co
www.linkedin.com/in/isaiahcomer
Carmel, IN

EXPERIENCE

Assistant Director of Digital Communications at NCAA

July 2024 – Present | Full-time

- Craft high-volume, high level creative output across social, web, and all other digital platforms, overseeing design strategy and execution & enforcing NCAA brand integrity and visual standards for national office campaigns
- Lead digital brand efforts, including a comprehensive digital brand audit, identifying design inconsistencies across NCAA web and social assets and accelerating rollout of updated visual standards — completed 6 months ahead of schedule
- 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,” “Changes,” “Draw the Line,” and others supporting measurable audience growth on web and social
- Created & manage branding guidelines, templates, and assets for Digital Communications team, acting as an internal design agency for the Association

Graphic Designer & Multimedia Specialist at Cumulus Media

October 2023 – July 2024 | Full-time

- Partnered with sales and promotions leadership to shape visual campaigns and station branding for six radio networks, unifying creative direction across digital, social, and promotional channels
- 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

Digital Graphic Designer at Pacers Sports & Entertainment

October 2023 – May 2024 | Part-time

- Delivered real-time digital creative for 40+ Pacers game nights, driving fan engagement for 3M+ followers through motion graphics, photo editing, and live content collaboration
- 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

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