



EXPERIENCE

Freelance Brand Designer At Gavel.io

At Gavel, I partner with the Growth Marketing Leader to create high-impact visuals that drive engagement, conversion, and brand growth. From designing paid ads and email campaigns to leading a homepage redesign that sets the stage for future site updates, I adapt to a wide range of marketing needs with a strategic, results-driven approach.

My work extends into performance-driven YouTube ads, social content, and trend-informed creative reports that help Gavel users make smarter decisions around document automation. With a strong focus on collaboration, I refine ideas, iterate quickly, and ensure every deliverable aligns with both brand vision and business objectives.

EXPERIENCE + IMPACT

Contributions & impact at Gavel.io

Performance-Driven Design – Created paid ads, email campaigns, and YouTube creatives to drive engagement and conversion.

Website Evolution – Led the homepage redesign, shaping a more cohesive marketing site.

Trend Reports – Developed insights to help Gavel users make smarter document automation decisions.

Collaborative Execution – Worked cross-functionally to refine ideas, iterate quickly, and deliver high-quality creative.

2024 - Present (on-going)

Freelance Motion Graphics Designer At Beyond The Built Environment

At Beyond The Built Environment, I contribute to the SAY IT LOUD initiative by designing dynamic motion graphics that elevate the voices of women and diverse designers in architecture.

Through impactful exhibition design, I help amplify these designers' contributions while fostering conversations around equity, inclusion, and social justice.

Contributions & impact at BBE

Exhibition Motion Graphics – Developed engaging motion graphics for physical and digital exhibitions, enhancing the visual storytelling of diverse designers' work.

Brand & Narrative Support – Collaborated with the team to create compelling visuals that support BBE's mission to elevate, educate, and engage on issues of representation in architecture.

Content Creation – Produced motion graphics that integrate seamlessly into exhibition installations and digital platforms, increasing visibility and engagement.

2023 - Present (per project basis)

Freelance Creative Director & Content Creator At BOLT Architecture

At BOLT Architecture, I collaborated with the co-owner on the campaign rollout for the book *It's Gonna Be Brick: Notes on Culture and Architecture*, developing the visual identity and assets to support its message of inclusivity in architecture.

I created a dynamic visual world that brought the book's themes to life, ensuring its reach and resonance across social media platforms.

Contributions & impact at BOLT Architecture

Visual Identity Development – Created a cohesive visual language to amplify the book's core message, supporting both print and digital platforms.

Social Media Content – Produced engaging assets for social media, leveraging the book's themes to spark conversation and inspire underrepresented youth to pursue architecture and related professions.

Campaign Strategy & Execution – Worked alongside the co-owner to plan and execute the book's launch.

2023 - Present (per project basis)



EXPERIENCE (CONTINUED)

Senior Brand Designer at Rhino

As a Senior Brand Designer at Rhino, I partnered closely with cross-functional teams to elevate the company's visual presence and drive impactful marketing initiatives. From high-performance ad campaigns to case studies, email designs, and landing pages, I crafted designs that aligned with both brand vision and business objectives.

Known for my creativity, strategic thinking, and strong collaboration, I consistently delivered high-quality work that exceeded expectations and helped elevate Gavel's brand presence.

EXPERIENCE + IMPACT (CONTINUED)

Contributions & impact at Rhino

Creative Strategy & Design Execution – Led the design and execution of marketing assets across digital ads, landing pages, email campaigns, and more, ensuring consistency with brand standards.

Collaborative Leadership – Worked effectively with marketing and other teams, synthesizing feedback to deliver actionable designs that raised the bar on every project.

Jan 2021 - Aug 2021

Senior Brand Designer at Yieldstreet

At Yieldstreet, I played an instrumental role in driving the visual identity and brand narrative, including leading the 2020 brand redesign. I collaborated with cross-functional teams to create compelling designs for Yieldstreet's digital platform, marketing materials, and investor communications, helping to establish the company as a leader in alternative investments.

With a keen eye for design evolution and staying current with industry trends, I consistently created designs that supported Yieldstreet's goal of making alternative investments accessible to a wider audience.

Contributions & impact at Yieldstreet

Brand Redesign Leadership – Led key design elements of the 2020 brand overhaul, ensuring consistency and evolving the visual narrative while maintaining brand integrity.

Cross-Functional Collaboration – Worked closely with teams across marketing, product, and content to create designs that told impactful stories and enhanced Yieldstreet's positioning in the market.

Design Innovation – Stayed up-to-date on design trends and techniques, consistently pushing the boundaries of the brand's visual language to stay fresh and relevant.

Jun 2017 - Jan 2021

Senior Designer & GameChanger

At GameChanger, I helped elevate the brand's visual identity, ensuring a seamless and engaging experience for users of the platform. I collaborated closely with product and marketing teams to design assets that communicated the excitement and energy of local sports, while ensuring a consistent brand presence across digital platforms.

My work contributed to GameChanger's mission to provide users with real-time, dynamic experiences around their local sports communities.

Contributions & impact at GameChanger

Branding & Visual Design – Developed key design elements that shaped GameChanger's visual identity, ensuring brand consistency across all platforms.

Cross-Functional Collaboration – Partnered with product, engineering, and marketing teams to create designs that enhanced user engagement and platform usability.

Marketing Support – Designed marketing materials and promotional assets to increase brand awareness and drive platform growth, aligning design with business objectives.

Aug 2016 - Sep 2017



ADDITIONAL EXPERIENCE (CONTINUED)

Brand Designer at Yodle

At Yodle, I played a key role in shaping the brand's visual identity, helping local businesses enhance their online presence through compelling design.

Working across marketing and product teams, I developed digital and print assets that supported Yodle's mission to simplify and optimize online marketing for small businesses.

EXPERIENCE + IMPACT (CONTINUED)

Contributions & impact at Rhino

Brand & Marketing Design – Created digital and print assets that strengthened Yodle's brand presence and supported marketing initiatives.

Campaign Support – Produced high-impact assets for advertising, email marketing, and website content to drive engagement and conversions.

Aug 2015 - Aug 2016

Contract Brand Designer at Real Estate Arts

At Real Estate Arts, I worked at the intersection of brand strategy and design, crafting compelling identities and marketing experiences for real estate developers and brokers. Focused on the built environment, I contributed to high-visibility projects such as 99 Morningside for Azimuth Development Group and collaborated with industry leaders like Cushman & Wakefield to shape their brand presence.

My role spanned across digital, print, and environmental design, ensuring every touchpoint aligned with strategic goals and market positioning.

Contributions & impact at Real Estate Arts

Environmental & Wayfinding Design – Developed signage, wayfinding systems, and experiential branding elements for real estate developments and commercial spaces.

Brand Identity & Strategy – Designed and evolved brand identities for real estate firms and developments, ensuring a cohesive visual language across platforms.

Marketing & Collateral Design – Created brochures, pitch decks, and advertising materials that elevated project visibility and investor engagement.

2015 - 2015 (contract)

Visual Designer at AT&T AdWorks

AT&T AdWorks, a division of AT&T, specializes in data-driven advertising solutions, offering addressable TV and digital campaigns that enhance audience targeting.

As a Visual Designer, I created engaging visual experiences that showcased AT&T's Bell Labs innovations. A key project was the History of Innovation interactive display, where I designed custom illustrations and collaborated with an animator to bring AT&T's Bell Labs legacy to life.

Beyond this, I developed visuals for marketing materials, presentations, and digital experiences, transforming complex ideas into compelling narratives that reinforced AT&T AdWorks' industry leadership.

Contributions & impact at AT&T AdWorks

Interactive Display Design – Designed unique illustrations and collaborated with an animator to create the History of Innovation interactive experience, making AT&T's Bell Labs legacy of technological advancements visually compelling.

Visual Asset Development – Created high-impact illustrations and graphics that enhanced AT&T AdWorks' brand storytelling in digital and physical formats.

Cross-Functional Collaboration – Partnered with animators, developers, and marketing teams to ensure seamless storytelling across multiple digital and physical touchpoints.

May 2014 - Nov 2014 (contract)



ADDITIONAL EXPERIENCE (CONTINUED)

Visual Designer at NY Casa Group

During my time at Find What's Rare, a boutique real estate and lifestyle firm in DUMBO, Brooklyn, I worked closely with founder Rachel Aschalew to refine the brand's visual identity and marketing strategies.

From developing distinctive branding for exclusive high-end listings to crafting compelling marketing materials, my work ensured that each property stood out in a competitive market.

EXPERIENCE + IMPACT (CONTINUED)

Contributions & impact at Rhino

Marketing Collateral Creation – Designed brochures, digital advertisements, and social media content that effectively communicated the distinctive qualities of each listing and the vibrant communities they are part of.

Community Engagement Initiatives – Crafted content that positioned Find What's Rare as a vital hub of local expertise, helping clients engage with the best of their new neighborhoods.

Aug 2012 - Apr 2014

MODERN DESIGN & PRODUCTIVITY TOOLS

Design & Prototyping

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Sketch
- Canva
- Overflow.io

Web development

- Framer
- Wix Studio
- Squarespace

Visualization software

- LiveSurface
- Maneken.app

Motion & Video Editing

- Jitter
- After Effects
- Wondershare Filmora
- Veed
- Adobe Premiere

AI & 3D

- Spline
- Meshy AI (3D Model Generator)
- Polycam
- Runwayml.com
- Lumalabs.ai
- Visual Electric

Collaboration & Productivity

- Loom
- Asana / Trello / Notion
- Miro
- Google Workspace

REVIEW

I had the opportunity to work with Isaiah on countless marketing projects at Rhino including high-performance and iterative ad campaigns, case studies, infographics, email designs, landing pages. The list goes on and on.

Isaiah is a terrific collaborator through all stages of the creative process but he's especially great at taking multiple feedback points, distilling them to something actionable, and using it as an opportunity to deliver a better product. Isaiah is never afraid to take on a bigger challenge when it'll make for a better outcome.

Aside from being one of the most talented designers I've had the pleasure of working with, Isaiah is also a really lovely teammate and I hope I get the chance to work with him again.



Matty Kimura

Currently Growth Marketing @
Routable (worked at together at Rhino)

DESIGN & CREATIVE DIRECTION

Design & Creative Direction + Leadership

- Brand Identity & Visual Systems
- Motion Graphics & Animation (Exhibition & Digital)
- Marketing Design (Performance Ads, Social, Email, Landing Pages)
- Presentation & Pitch Deck Design
- Digital & Print Collateral
- Cross-functional Collaboration
- Client & Stakeholder Communication

Strategy & Storytelling

- Creative Strategy & Concept Development
- Narrative & Visual Storytelling
- Design Language Evolution & Brand Refinement
- Campaign Development & Rollout
- Content Creation & Social Media Strategy