



ISAAC JAMES MACKAY  
Art Director | Creative Director

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## KEY SKILLS & SPECIALTIES

Brand Identity & Storytelling

Art & Creative Direction

Cross-functional Team Leadership

Multi-Channel Campaigns (Print, Web, OOH)

UI/UX & Responsive Design

Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Web Technologies: HTML, CSS, WordPress, PHP, JavaScript, jQuery

Typography & Layout Mastery

Stakeholder & Client Management

Vendor & Budget Oversight

Project Management

Prepress & Production

## EDUCATION

Seattle Central College, Seattle, WA  
Web Design

Louisiana College, Pineville LA  
Design and Studio Art

## HIGHLIGHTS

Creative Director, Art Director, and Graphic Designer with 15+ years of cross-category marketing expertise in photo, print, web, and digital experiences. Highly adept in brand storytelling, visual identity, and UI/UX design for responsive web and mobile platforms. Track record of leading multidisciplinary teams and driving innovative projects for global brands. Passionate about elevating design standards and mentoring creative talent.

## PROFESSIONAL EXPERIENCE

**MACKAY LLC**  
**2023 - PRESENT**  
Creative Director

Spearheaded strategic creative solutions for diverse clients, boosting brand visibility and engagement.

Developed and executed 10+ integrated campaigns, consistently delivering on time and under budget.

Led a distributed team of designers, writers, and freelancers to achieve creative excellence. Managed vendor partnerships and project lifecycles, ensuring on-brand, high-impact deliverables.

**STARBUCKS**  
**2021 - 2023**  
Store Design Administrator

Served as key project liaison between senior management and studio teams for high-profile retail build-outs.

Streamlined digital asset management system, improving project turnaround times by 20%.

Coordinated professional photography, elevating the quality of project reporting and visual documentation.

**AMAZON.COM**  
**2010 - 2019**  
Art Director / Lead Designer - Fashion  
Visual Designer - Devices (Echo & Alexa Marketing)

Concepted and art-directed major branding initiatives, leading shoots and creative teams for campaigns seen by millions.

Mentored and developed creative staff, fostering cross-team collaboration and design innovation.

Project managed and executed complex design projects across print (billboards, OOH, direct mail) and digital, achieving or exceeding campaign KPIs.

Played a pivotal role in multi-channel strategy sessions, contributing to product launch successes.

**GGLO ARCHITECTURE & DESIGN**  
**2007 - 2009**  
Marketing Assistant

Produced firm-wide graphic materials and maintained brand consistency across all marketing collateral.

Managed the firm's digital archives and supported business development with targeted visual projects.