


PORTFOLIO LINK:
UNBOTHERED.DESIGN



EMAIL:
ISAIAH@UNBOTHERED.DESIGN

# ISAIAH FRAZIER | CREATIVE DIRECTOR | MULTIDISCIPLINARY DESIGNER | BRAND & CREATIVE STRATEGIST

**I'm a creative leader and visual designer who brings form to ideas. For more than 14 years, I've partnered with founders, marketing and product teams, architects, cultural institutions, and mission-driven organizations to turn complex ideas and distinct points of view into meaningful visual experiences.**

I lead by meeting the work where it is, finding the through-line, and understanding the context shaping it. From there, I work to align the right people, perspectives, and resources around the opportunity, bringing people into the process early, listening for what each person sees, and asking the questions that help clarify a direction. With that foundation in place, I help translate strategy into a clear creative direction and build the structure, systems, and tools needed to carry the work through to meaningful visual solutions that position brands and communicate their value and point of view.

My experience spans strategy, creative direction, visual design, marketing, motion, and storytelling. I've developed the ability to move between disciplines depending on what the work requires, whether that means helping shape an idea from the beginning or translating a well-defined strategy into a compelling visual expression.

I see leadership as creating the conditions for good work and good people to grow. I enjoy mentoring fellow designers, sharing what I've learned, and helping build thoughtful, respectful creative environments where people have room to contribute, develop, and do their best work.

---

PROFESSIONAL EXPERIENCE

## INDEPENDENT CREATIVE DIRECTOR 2023–PRESENT

Led and collaborated on creative initiatives across SaaS, architecture, education, nonprofits, hospitality, and cultural organizations. Shaped strategy and creative direction across brand development, campaigns, visual systems, content, motion, and digital experiences, bringing ideas to life across multiple touchpoints.
**Selected Clients:**

| Client | Major Roles |
|---|---|
| Saint James Libations ↗ | Creative Direction / Brand & Content Strategy / Visual & Motion Design |
| The Unfolding ↗ | Brand Strategy / Visual Identity & Systems / Digital Experience Design |
| The Center for Law and Social Justice ↗ | Communications Design / Visual & Motion Design / Videography |
| Why Hate Math? ↗ | Campaign Strategy & Concept Development / Merch Creation |
| BOLT Architecture ↗ | Creative Strategy & Content Direction / Presentation & Visual Design |
| Beyond the Built Environment ↗ | Creative Direction / Exhibition & Presentation Design · |
| SAAS Work Compilation ↗ | Growth & Product Marketing Design |

## Rhino 2021–2022

Worked closely with the marketing and cross-functional teams at Rhino to shape how the company communicated its rental and financial products across the customer journey. Led creative work across performance campaigns, case studies, infographics, email, landing pages, and digital content, helping translate complex offerings into clear and engaging visual communication.

- **Campaigns & performance creative:** Developed iterative digital advertising campaigns across acquisition and growth initiatives, translating marketing objectives into visual concepts designed to engage and convert.
- **Brand illustration & visual systems:** Collaborated with two other creative partners to explore and develop Rhino's illustration language, visual design system, and broader creative expression across marketing touchpoints.
- **Research & thought leadership:** Designed case studies, property management trend reports, infographics, and other editorial content that translated industry insights into accessible, engaging stories for Rhino's audiences.
- **Marketing & product storytelling:** Designed landing pages, email campaigns, web experiences, presentations, and supporting assets that helped communicate Rhino's products and value proposition.

 **Danae Martin, Senior associate** Growth Marketing at Rhino — view LinkedIn recommendation ↗

 **Matty Kimura** Director, Growth at Rhino — view LinkedIn recommendation ↗

 **Jessica White** Senior Copywriter at Rhino — view LinkedIn recommendation ↗

## Yieldstreet 2017–2021

Partnered across design, marketing, and other teams to evolve Yieldstreet's (is now Willow Wealth) visual expression and communicate its investment platform through thoughtful, adaptable design. Played an integral role in the 2020 brand redesign, helping translate the new narrative into a flexible visual language across the company's growing body of work. Known for bridging teams, adapting to different creative needs, and bringing a thoughtful, collaborative approach to projects across the organization.

- **Brand expression & design evolution:** Explored new visual techniques and approaches while maintaining brand consistency, helping the design language evolve alongside the company's growth.
- **Brand strategy & redesign:** Contributed to Yieldstreet's 2020 brand redesign alongside external agency Wolff Olins, C-suite executives, and internal creative and marketing teams, helping translate the refreshed brand narrative into an evolving visual language across the organization.
- **Cross-functional creative partnership** Collaborated across teams, bridged gaps between stakeholders, and helped move projects from concept through execution while sharing knowledge and strengthening creative collaboration.

 **Jason Krieger , Head of Design at YieldStreet (is now Willow Wealth)** — view LinkedIn recommendation →

 **Sylvain Grande** Chief Product Officer at YieldStreet (**(is now Willow Wealth)** — view LinkedIn recommendation →

| Company | Role | 2008 - 2017 |
|---|---|---|
| GameChanger | Senior Visual Designer (growth team) | |
| Yodle (was acquired by Web.com now called Network Solutions) | Visual Designer (Lighthouse 360 team) | |
| Real Estate Arts (now called Rare Breed) | Brand Identity Designer | |
| AT&T AdWorks | Visual Designer and Illustrator | |
| Find What's Rare | Visual Designer | |
| Freelance designer (Wix Website Builder) | Wix Website designer + Graphic Designer | |

TOOLS

## A TOOLKIT BUILT OVER 14+ YEARS OF CREATIVE WORK

| Design & Creative | Web builders | AI & Emerging Tools | Operations |
|---|---|---|---|
| Adobe Creative Cloud | Wix Studio | ChatGPT | Asana |
| Figma | Framer | Claude | Trello |
| Canva | Squarespace | Runway | Notion |
| Sketch | Wordpress | Flora.ai | Google Workspace |
| Spline | | Brik AI | Slack |
| Meshy Ai | | | Zoom |
| Polycam | | | Loom |
| Jitter | | | |
| Filmora | | | |