

Billy Lewis



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As a versatile Creative leader with a proven track record in developing innovative, omni-channel brand experiences, I bring a unique blend of creative and technical expertise to every project. With experience spanning creative direction, brand strategy, motion, 3D and experiential design, I excel in adapting to new challenges and driving transformative solutions that align with business objectives. My collaborative leadership style fosters dynamic team environments, consistently enhancing creative output and delivering award-winning results.



2020-2024

Experiential Creative Director – Brand | AT&T

- Spearheaded creative direction for experiential brand partnerships and activations, engaging over 168 million consumers annually across various verticals, such as NBA, gaming, Tribeca Festival, and venue partnerships. Achieved a 73% positive impact on brand perception among participants and attendees in 2023.
- Created and implemented multiple visual identities and brand design systems for various AT&T groups, products, and verticals, ensuring strategic alignment across enterprise channels. Notably developed the AT&T Gaming Identity, which achieved top “Brand recall” and “Community belonging” in competitive testing.
- Provided creative direction to cross-functional teams and agencies to produce strategy-driven creative, while effectively balancing stakeholder priorities across sponsorships, digital, social media, influencer marketing, retail and traditional advertising channels.
- Developed, presented to senior leadership, and produced high-priority brand asset suites, platform identity assets, and key art in-house, achieving significant cost savings and timeline efficiencies.

2015-2020

Associate Director, Visual Effects + Imaging | AT&T

- Managed a diverse 17-member creative services department, delivering over 10,000+ top-tier omni-channel deliverables for AT&T, DIRECTV, Xander, and Warner Media.
- Championed a digital-first design strategy for the successful redesign of AT&T's brand color system, overseeing its design, testing, and rollout.
- Lead creative and production for seven years of Super Saturday Night concert activations, generating billions of brand impressions each year.
- Led multidisciplinary teams through complex design challenges, fostering collaboration with stakeholders from concept to production, while ensuring the highest standards of quality and creativity within tight deadlines



2009-2015

Lead 3D + Imaging | DIRECTV

- Concepted, designed, and produced award-winning national campaigns, key art, social media content, product launches, B2B initiatives, packaging, and experiential events.
- Build and led a high-performing creative team, cultivating a culture of innovation, collaboration, and accountability. We prioritized operational efficiency while driving subscriber growth to over 20 million.



2001-2009

Lead Artist + Studio Manager | Motorskills Imaging

- Lead artist at a boutique Soho imaging and CGI studio, serving clients such as Saturday Night Live and major advertising agencies.

Skills

Creative Direction · Experience Design · Expert level skill in Adobe CS, Motion, & 3D software · Brand Design & Strategy · Team & Agency Management · Campaigns · Concept Development · Virtual & Live Events · Emerging Technologies: AI/AR/VR/XR · Production · Storyboards & Presentations · Design Leadership

Education

Temple University
Tyler School of Art
Philadelphia, PA

Temple University
Rome, Italy

Bachelor of Fine
Arts

Speaking

ANA Sponsorship &
Experiential Marketing
Conference 2023

Presenter and keynote
panelist

AT&T Brand Design:
Gaming Reinvention

Awards

Emmy: AT&T Holovision

Clio: 1 grand, 1 gold, 6 bronze

Ex Awards: gold

IHAF Awards: 7 gold, 14 silver, In
house agency of the year

Promax North America: 7 gold, 9
silver, 9 bronze

Experience Design & Tech: Gold