

Paolo Forcellini

Art Director & Designer | Brand Identity, Campaigns, Motion Design

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Summary

Art director and designer building campaigns, brand identities, and motion systems for PUMA, Deloitte, and Ologo Golf. Designed Atlanta's FIFA World Cup 2026 wayfinding system, chosen over 10 competing concepts, and led a 23-person team to client approval at U.S. Kids Golf. Competitive golfer for fourteen years and a Colombian national junior champion.

Experience

Freelance Art Director | **U.S. Kids Golf** | Remote July 2026 to September 2026

- Led a 23-person cross-disciplinary team through a storyboarded origin film, 3D models, and an interactive prototype site, winning client approval for Phase 1 of an immersive brand experience carried into 3 further phases.

Art Director Intern | **PUMA Group** | Atlanta, GA April 2026 to June 2026

- Built 3 campaign platforms for PUMA's LA 2028 Olympics push; the brand team adopted the platform built on PUMA's archival history.

Art Director Intern | **Metro Atlanta Chamber** | Atlanta, GA January 2026 to March 2026

- Designed "Epicenter of Soccer," the wayfinding and experiential system that won selection over 10 competing concepts and was installed along Atlanta's last-mile route to Mercedes-Benz Stadium for the FIFA World Cup 2026.
- Designed the route's modular identity across out-of-home, social, and digital, mapped to 6 visitor segments and 300,000+ projected visitors.

Art Director | **Deloitte x SCADpro** | Atlanta, GA January 2026 to March 2026

- Led art direction on Housing Help, an AI-guided housing inspection app Deloitte carried into development, translating NSPIRE compliance regulations into an inspection flow for 450,000+ households.

Freelance Art Director | **The Fishing School** | Remote September 2025 to December 2025

- Directed "Draw Tomorrow," a fundraising campaign drawn as one continuous line, which hit its \$35,000 goal and finished 20% above the prior year.

Art Director, Environmental Graphic Specialist | **Hexagon x SCADpro** | Atlanta, GA September 2025 to November 2025

- Art-directed environmental graphics for Hexagon's modular exhibition system, scaling from a single kiosk to a full pavilion across 50+ countries.

Motion Designer Intern | **AIG** | Atlanta, GA June 2025 to August 2025

- Developed the interactive kiosk now installed in AIG's Atlanta Innovation Hub, with live maps, room booking, events, and amenities for the 1,000+ employees and visitors using the space.

Freelance Art Director | **Ologo Golf** | Remote August 2024 to May 2025

- Produced the motion, photo, and social content for the brand's website and social, growing engagement 30% and sales 20% at launch.

Freelance Art Director | **Ruitoque Golf Country Club** | Remote February 2022 to July 2024

- Directed campaigns and 15+ promotional assets across the club's website, booking flow, app, and social channels, lifting channel engagement by 25% and monthly active members from under 15% to over 85%.

Skills

Creative: Art Direction, Creative Strategy, Campaign Development, Branding, Identity Systems, Visual Storytelling, Experiential and Print Design

Motion: Motion Graphics, 2D/3D Animation, Storyboarding, Video Direction and Editing, Shoot Planning

Digital: UX/UI, Interaction Design, Digital and Social Content, Digital Ads, Email Creative

Tools: Adobe (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Figma, Cinema 4D, Canva, Shopify, CapCut

Languages: English, Spanish, Italian (trilingual)

Education

BFA, Advertising & Branding | **Savannah College of Art and Design (SCAD)**

May 2026

Atlanta, GA | Magna Cum Laude, SCAD Men's Golf Team (4 years), Latin America Amateur Qualifier (2022)