



# Paolo Forcellini

ART DIRECTOR | MOTION DESIGNER

## Contact

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[Paolo Forcellini](#)  
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## Education

Savannah College of Art and Design  
BFA Advertising and Branding  
Graduating May 2026  
Student Athlete (Golf)

## Software Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Cinema 4D  
Blender  
Figma  
Unreal Engine

## Professional Skills

Storyboarding  
Typography & Layout  
Brand Strategy  
Visual Identity  
Compositing  
3D Modeling  
Lighting & Rendering

## Languages

Spanish  
English  
Italian

## Honors

Men's Golf WAGR Ranked  
SCAD Academic Scholarship  
SCAD Golf Scholarship  
SCAD Athlete of the Year 2024  
Dean's List SCAD 2021-2025

## Experience

### Art Director | Brand Experience

Metro Atlanta Chamber | Atlanta, Georgia

Jan 2026 - Present

- Directing a cohesive narrative arc for the FIFA World Cup 2026 City activation, guiding hundreds of thousand fans from transit hubs to Mercedes-Benz Stadium, blending Atlanta's cultural identity with global experiences.
- Developing 9 distinct concept territories and end-to-end journey maps that translated complex crowd-flow operations into immersive brand moments, transforming high-anxiety transitions into engaging cultural experiences.
- Designing a modular visual identity and wayfinding system inclusive of OOH, social media, and prototyped digital touch points that addressed the needs of 6 diverse audience segments, ensuring accessibility for mobility-challenged fans.

### Product | Motion Designer

Deloitte | Atlanta, Georgia

Jan 2026 - Present

- Leading the UX strategy for Inspection Sidekick, an AI-powered application designed to address a 42% failure rate in federal housing inspections for over 450,000 households.
- Designing 3 distinct end-to-end user flows for Tenant, Landlord, and Inspector, translating complex NSPIRE regulations into a interface that eliminates 30-day re-inspection delays.
- Producing the full brand system and a motion graphic video, and print collateral, to demonstrate the AI verification workflow, accelerating engineering sprints by three months and driving early stakeholder adoption.

### Art Director | Copywriter

The Fishing School | Atlanta, Georgia

Sep 2025 - Dec 2025

- Led a targeted donor-engagement campaign supporting The Fishing School's mission to empower low-income youth of color through after-school and parent engagement programs, exceeding fundraising targets by 20% securing \$50,000+ in contributions.
- Developed donor-specific messaging frameworks, including persuasive headlines, subheads, and body copy that optimized the donor journey and drove a 40% uplift in click-through rates across digital channels.
- Designed cohesive print and digital campaign assets, from donor communications to social media graphics and digital extensions, ensuring 100% brand consistency and expanding the campaign's reach by 12,000+ impressions.

### Visual | Motion Designer

American International Group | Atlanta, Georgia

Sep 2025 - Nov 2025

- Designed a suite of high-fidelity motion assets for the digital kiosk installed on the 9th floor of the AIG Building in Atlanta, GA, which created an immersive interactive experience for internal stakeholders.
- Created 4K wayfinding animations, reactive UI elements, and storytelling loops that supported the kiosk's 3 core functions: internal wayfinding, external digital concierge, and an innovation showcase highlighting AIG's future initiatives, while reducing user navigation time.
- Ensured all motion elements reflected AIG's functional elegance, intuitive UX principles, and delivered a suite of polished assets that reinforced the company's technology-driven identity within a tight 10-week production.

### Web Designer | Motion Designer

Ologo Golf | Remote

Sep 2024 - July 2025

- Developed and launched a dynamic and user-friendly Shopify e-commerce website, showcasing 50+ products and brand identity.
- Produced promotional motion assets, showcasing the [Ologo](#) Golf lifestyle, emphasizing confidence, style, and camaraderie on and off the course, which drove an estimated 30% increase in social media engagement.

### Art Director | Brand Designer

Ruitoque Country Club | Remote

Feb 2022 - Aug 2024

- Designed and managed the production of 15+ visual assets billboards, posters, social reels promoting club events and sports activities, maintaining a consistent brand identity across physical and digital channels.
- Strategized the implementation and distribution of OOH advertising, optimizing the placement of materials in high traffic zones Hole 10 & 19, and Golf Academy to maximize member visibility and engagement.
- Modernized the club's content strategy by introducing dynamic video and multimedia formats, resulting in a 25% increase in social media interaction and higher attendance at club tournaments.