



Paolo Forcellini

ART DIRECTOR | MOTION DESIGNER

Contact

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Paolo Forcellini

paoloforcellini.com

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.