

Ryan DeCarlo

Creative Director | Hybrid 2D/3D | AI-Integrated Production
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15+ Years Experience | Fortune 20 Brands | 20+ Industry Awards | Concept to Final Frame

SUMMARY

I helped pioneer "cinematic scrolling," a UX technique now built into nearly every modern web design platform, through Motorola's MotoMaker with Digitas NY (One Show Award). Since then I've led motion campaigns and live productions for Apple, Google, Nike, Disney, the NFL, ESPN, Zillow, Cisco, Dell, Snapchat, and Dodge, spanning Super Bowl spots with J.Lo and Keanu Reeves, global keynotes across the US, Japan, and Germany, film title sequences, broadcast branding, and motion design systems.

I work at the overlap of concept and craft. I can set the vision, lead the team, and jump into editing, 3D or 2D when the shot needs it. What drives me most isn't any one craft, it's being in the process. Evolving the story from first idea to final frame, and making sure every motion and editorial decision has a real reason behind it. I've also rebuilt my production pipeline around AI, not experimenting with it, but genuinely rethinking how the work gets made. That full range is what I bring.

CAREER HIGHLIGHTS

- Helped invent "cinematic scrolling," MotoMaker.com (Digitas NY / Motorola) - One Show Award Winner
- Designed and animated for Super Bowl campaigns (x4), including spots with J.Lo and Keanu Reeves
- Led live event motion design for global keynotes across the US, Japan, and Germany
- Best Director, Experimental - Los Angeles Cinema Film Festival 2018 (film: Pegasus)
- Led motion for Apple Pay, Apple Cash, Apple Music, Snapchat, Dodge, Cisco, Hyundai and Genesis
- 20+ industry awards including Webby, One Show, DotComm Platinum, Hermes Platinum, Golden Trailer

CORE COMPETENCIES

Direction & Leadership: Creative Direction, Art Direction, Team Leadership (15+ designers), Creative Brief Development, Concepting, Styleframes, Look Development, Mentorship, Stakeholder Communication

Motion & Production: 2D/3D Animation, Brand Motion Systems, Motion Graphics, Visual FX, Film Title Sequences, Broadcast and On-Air Graphics, Editing, Sound Design, Cinematography, DOOH, Product/UI Motion, Social Videos

AI Tools (Active): Integrated Midjourney, Firefly, Claude, Runway, SeeDance, HeyGen, Topaz, and Aragon into daily production pipeline, not just tested

Software: After Effects, Figma, Cinema 4D (RedShift, X-Particles, Greyscale Gorilla), Premiere Pro, DaVinci Resolve, Photoshop, Illustrator, Audition, Marvelous Designer, Substance 3D, Mocha

WORK EXPERIENCE

Motion Design Lead

Huge Inc. | Remote

2025 - 2026

- Apple Pay: Owned end-to-end motion creative for one of the world's most scrutinized brands, delivered a full global suite of digital, social, and product assets shipped to audiences worldwide.
- Embedded with Huge's creative team full time and collaborated directly with senior leadership and cross-functional partners to maintain Apple's exacting brand standards across every deliverable.
- Rebuilt motion workflows around AI tools (Topaz, Claude and FireFly), expanding creative range beyond what traditional timelines allow.

Creative Director & Motion Design Lead

Freelance - Snapchat, Monks, Instrument, Hyundai, Personio, Framestore, Chapeau Studios | Remote 2022 - 2025

- Snapchat Partnership Summit: Co-led creative for a major live summit. Directed 15+ motion designers, produced 300+ slide decks, and delivered short-form 3D/2D content for Snapchat's World Cup, Kygo, Coca-Cola, and Red Bull partnerships on hard event deadlines.
- Designed and animated for Super Bowl campaigns featuring J.Lo and Keanu Reeves, plus award-winning global work - acting as director, art director, animator, and editor when the job required it.
- Dodge Charger Daytona SRT EV Reveal (via Chapeau Studios): Creative Director on one of the most anticipated EV launches of the year. Led team of 8+ through animation, 3D, motion design, and compositing for Speed Week.
- Personio's Global Keynote (Munich): Built the cross-artist workflow from scratch and delivered 200+ motion-designed keynote decks for a high-stakes international conference.
- Hyundai and Genesis Keynote (Las Vegas): Concepted and executed multi-screen-ratio content for a high-visibility live stage and managed all animation and format delivery.
- Various clients: Apple Music, Meta, Dell, Zillow, Motorola, Gatorade, F1, Transcend

Creative Director

Omnicom Media Group | New York, NY / Remote

2019 - 2022

- Built and led an agile team of junior motion designers and editors, recruiting, mentoring, and developing talent while creating the production pipeline that the whole department ran on.
- Designed and implemented a workflow management system for the video department, streamlining assignments, deadlines, freelancer hiring, and cross-team delivery across multiple simultaneous projects.
- Collaborated with internal and external clients to produce video content across web, mobile, social, and live industry events, supporting marketing and sales initiatives from brief through final delivery.
- Worked hands-on alongside the team in every capacity: director, A/V editor, animator, art director, and motion designer, doing whatever the project needed to get it across the finish line.
- Awards: DotComm (2x Platinum), MarCom (Platinum + 2x Gold), AVA Digital (Platinum + Gold), Hermes Creative (Platinum), Viddy (Platinum), NYX (2x Gold), Vega (Gold), MUSE Creative (2x Silver), Communicator (Silver)

Sr. Motion Design, 3D Animator & Creative Lead

Freelance - AKQA, Digitas, The Mill, Imaginary Forces, WeAreRoyale, Nice Shoes, Left Field Labs

New York, NY / Los Angeles, CA

2012 - 2019

- MotoMaker.com (Digitas NY / Motorola): Led 3D motion design for the world's first customizable mobile phone experience. Pioneered "cinematic scrolling," now a native feature in nearly every web design platform. One Show Award.
- Delivered 2D/3D motion graphics for theatrical trailers, title sequences, and network branding across FX, BBC, VH1, Showtime, MTV, Starz, CBS, HBO, NBC, ESPN, and Netflix.
- Shaped visual narratives for Fortune 20 brands - Google, Apple, Nike, Ford, NFL, F1, Disney, AT&T, Cisco, Zillow, and Dell across on-air and off-air campaigns.
- Directed and produced Pegasus - Best Experimental Director, LA Cinema Film Festival 2018.
- Developed stereoscopic 3D animations for "Found" by Nice Shoes - featured in major design festivals and publications worldwide.

Jr. Motion Design & 3D Animator

Create Advertising Group | Los Angeles, CA

2008 - 2011

- Designed 2D/3D graphics for numerous theatrical campaigns including Iron Man 2, Tron: Legacy, and District 9.
- Key Art Award and Golden Trailer Award for major studio trailer work.
- Motion branding and title sequences for Disney, Sony, and Universal.

AWARDS & RECOGNITION

Advertising: One Show, Webby, Communicator, MarCom (Platinum/Gold), DotComm (Platinum), Hermes Creative, AVA Digital, Adobe, Art Directors Club

Film: LA Cinema Film Festival - Best Director Experimental (2018), Golden Trailer Nominee, Key Art Award, Big Apple Film Festival, The Block Film Festival, NYSSSA Award

Design: NY Design Awards, MUSE Creative, Vega, NYX, Viddy

Press: VoyageLA, Stash Magazine, Computer Arts, Premium Beats, MotionSickness, SourceEcreative, Designer

EDUCATION

Bachelor of Fine Arts (BFA) - School of Visual Arts, New York, NY *(Honors, Best of Class)*