

Ryan DeCarlo

Creative Director | Motion Director | Hybrid 2D/3D Motion | AI-Integrated Production
New York, NY | ryandecarlo@gmail.com | ryandecarlo.com | linkedin.com/in/ryandecarlo

15+ Years Experience | **Fortune 100 Brands** | **20+ Industry Awards** | **AI-Integrated Pipeline**

SUMMARY

I shape how brands move. I've spent 15 years in motion design, pioneering "cinematic scrolling," a UX technique now built into nearly every modern web design platform, through Motorola's MotoMaker with Digitas NY. One Show Award winner. Since then, I've led motion for Apple (Pay, Card, and Music), Google, Nike, Disney, the NFL, Snapchat, ESPN, Cisco, and Dodge. Work spans Super Bowl campaigns, 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 been rebuilding my production pipeline around AI, not experimenting with it, but rethinking how the work gets made.

CAREER HIGHLIGHTS

- **Helped pioneer "cinematic scrolling," MotoMaker.com (Digitas NY / Motorola) - One Show Award Winner**
- **Designed and animated for Super Bowl campaigns.**
- **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, and Topaz into my production pipeline. Building a brand-compliance QC tool for AI-generated motion.

Software: After Effects, Figma, Cinema 4D (RedShift, X-Particles, Greyscale Gorilla), Adobe CC, DaVinci, Substance 3D.

WORK EXPERIENCE

Motion Director / Motion Design Lead

Huge Inc. | Remote

2025 – 2026

- Lead motion designer across Apple Pay, Apple Card, and Apple Cash, often solo on key workstreams, working directly with Huge's senior creative leadership inside Apple's brand system.
- Set the motion language for the Apple Cash college pilot; style locked by client and used as the team's template across a multi-campus U.S. activation.
- Led motion for Apple Pay's point-of-sale pilot, from first-round boards to national rollout across every Staples in the U.S.; animated Apple Card's Q2 DOOH campaign across four premium venues, 50+ outputs.
- Integrated AI tools (Topaz, Firefly) for generative concepting and rapid iteration. Additional clients: Google, Twilio, PlayStation, Audi, Waymo..

Creative Director & Design Lead

Freelance - Snapchat, Omelet, 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.
- Framestore NY: Designed and animated for Temu's Super Bowl campaign.
- UPP Visual: Concepted and styleframed Palo Alto Networks' "Precision AI" campaign starring Keanu Reeves, directed by David Leitch, all concept art built in an AI-integrated pipeline (Midjourney, Photoshop, Firefly).
- 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 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.
- Additional clients: Apple Music, Meta, Dell, Zillow, Motorola, Gatorade, F1, Transcend.

Creative Director, Video

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)

Senior Motion Designer & 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 100 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.

Junior Motion Designer & 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)*