GioMotion

Giovanni (Johnny) Zaccaria

Creative Director | Motion Designer | AI-Driven Creative

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PROFESSIONAL SUMMARY

Multidisciplinary Creative Director specializing in graphic design, motion design, branding, and digital experiences. Combines strategic leadership with hands-on technical expertise to lead creative teams, deliver compelling visual storytelling, and drive business results. Leverages generative AI and emerging technologies to enhance creativity and streamline production workflows.

CORE COMPETENCIES

Creative Direction • Art Direction • Motion Design • Brand Development • Video Production • Creative Strategy • Team Leadership • Generative AI • Digital Design • Workflow Automation • Stakeholder Management

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PROFESSIONAL EXPERIENCE

NEUROLEADERSHIP INSTITUTE

Creative Director | Oct 2023–Present
Supervising Animator | Feb 2018–Oct 2023

- Lead a creative team of graphic designers, motion designers, and video producers, overseeing creative direction, resources, and production.
- Direct 100+ design projects and 4+ major video productions annually, ensuring quality, brand consistency, and alignment with business objectives.
- Partner with executive leadership to translate complex neuroscience and leadership concepts into videos, presentations, and digital learning experiences.
- Lead creative development of leadership transformation initiatives for multiple Fortune 500 organizations, producing videos, presentations, and digital learning experiences that support long-term client relationships.
- Introduced AI tools including ElevenLabs and DALL·E for voiceover production and creative concepting, while implementing Monday.com to improve project tracking.
- Established creative standards, reusable templates, and efficient production workflows while mentoring creative team members.

BRIGHTHIVE CREATIVE

Co-Founder & Creative Director | 2025–Present

- Co-founded a multidisciplinary creative agency serving 12+ clients across branding, motion design, video production, web development, and digital marketing.
- Lead creative strategy and execution from concept development through production and delivery, ensuring consistent brand quality.
- Collaborate with agency partners on client relationships, proposals, project planning, and production management.
- Integrate generative AI and automation to accelerate creative development and streamline production workflows.

NEW YORK RACING ASSOCIATION (NYRA)

Senior Designer | Apr 2017–Mar 2018

- Created motion graphics, broadcast content, promotional videos, and marketing assets for major racing events.
- Directed photography and video crews while collaborating on multichannel marketing campaigns.

AVENTURA TECHNOLOGIES, INC.

Senior Designer | Jul 2015–Apr 2017

- Produced 3D product visualizations, animated demonstrations, promotional videos, and international trade show graphics.
- Developed websites, digital marketing materials, and product communications.

PATCH.COM

Graphic Designer | May 2014–Jul 2015

- Designed digital advertising, social media videos, editorial illustrations, and sales presentations.
- Collaborated with web teams on UI/UX design and digital experiences.

TECHNICAL EXPERTISE

AI & Automation: ChatGPT, Midjourney, Runway, ElevenLabs, AI-Assisted Concepting, Workflow Automation

Motion & Design: After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Figma, Canva

3D & Animation: Cinema 4D, Blender, Character Animation, 3D Modeling

Web & Digital: WordPress, Elementor, HTML/CSS, UI/UX Design

Production & Operations: Art Direction, Storyboarding, Video Editing, Photography, Project Management

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EDUCATION

Bachelor of Science, Media Arts & Animation
The Art Institute of Fort Lauderdale | Fort Lauderdale, FL