PAUL MELLUZZO

CREATIVE DIRECTOR

Connnecticut, USA | 203-693-1275

Creative director and motion designer with 18 years translating narrative-driven ideas into global brand systems, immersive experiences, and award-winning content. I blend strategy with hands-on craft to ship lifestyle, sports, and tech brands across wearables, and AI platforms while maintaining pixel-perfect execution.

References and additional work available upon request.

RECOGNITION

2024 — ### Telly Awards
2X Silver Award Winner

3D social spot for NASCAR's "23XI Racing" (1MM+ organic views in 48hrs)

2022 — ### Blockchain Grant
Awarded $45,000 to develop on Algorand Blockchain

Was featured as a blockchain grantee for developing NFC-Enabled Socks with NFTs.

2012 — ### Entertainment Weekly
Published Photography for Network Movie

Photos featured in magazine for NBCUniversal network movie "Remains".

WORK EXPERIENCE

2024-PRESENT — ### CEO / Head of Product & Brand Design
Epicly.ai - Platform Automating Digital Content Creation

- Created the product vision and architecture for an AI-powered content automation platform; built using a custom design system and components in Figma.
- Authored motion-specs (Rive, Lottie, CSS) to ensure brand consistency across devices
- Created multiple product demo animations using Figma, Adobe After Effects & Cinema 4D for general marketing and investor pitching.

2016-PRESENT — ### Creative Director
Omnislash Visual, Connecticut

- Drove Creative strategy for 20+ product launches and experiential activations at brand events
- Managed post production pipelines with a team of motion designers, editors, and VFX artists across 50+ brand videos and network films.
- Led re-branding efforts and built repeatable static + motion design systems for 10+ clients and internal studio projects

2008-2016 — ### Creative Director
Absent Logic Productions, Connecticut

- Directed & produced broadcast promos and spots for 25+ network films and TV.
- Delivered brand systems, websites & motion assets for 30+ clients with a focus on user/viewer engagement.

TOOLS

Design/Prototyping
Figma, Rive, FigJam, Illustrator, Photoshop

Motion / Video
After Effects, Cinema 4d, DaVinci Resolve, Premiere, Frame.io, Substance 3D, Zbrush

Leadership & Ops
Creative Direction, Brand Voice & Messaging, Budget & Resource Management, Storytelling & Presentation

TECHNICAL SPECIALTIES

Emerging Tech & Dev
Generative AI Finetuning (LoRA, HF Transformers), Web3/NFT pipelines, Javascript, React, Docker AWS, Git, Auth0

SKILLS

Product & Interaction Design

- Wireframes & user flows
- High-fidelity prototypes & user testing
- Motion guideline design
- Frame-accurate UX design

Design Systems & Accessibility

- Figma component libraries
- Documentation architecting & version control
- Cross-platform consistency

Motion & Video

- UHD editorial & color workflows
- 3D, motion graphics & VFX pipelines
- Cinematography & editorial
- Real-time review & approvals (Frame.io)