

Georgina Cahill
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Professional Summary

Creative leader with 9+ years of experience spanning motion design, advertising, branded content, creative strategy, and emerging technology. Proven track record leading multidisciplinary creative work from concept and script through production and final delivery, managing design teams, building scalable creative systems, and translating business goals into clear, memorable visual stories. Experienced across commercial, product, social, influencer, and internal communications for global brands.

Professional Experience

Comcast, Universal Ads — Manager, Product Design / Acting Creative Lead

Nov 2022 – Present • Remote

- Lead creative direction, production strategy, and workflow development across high-visibility advertising, product, branded content, and client initiatives.
- Manage and mentor a team of **6 motion designers**, providing creative feedback, establishing standards, allocating work, and improving production efficiency.
- Directed a **30-second AI-powered stop-motion commercial** from initial concept and script through art direction, production, post, and final delivery.
- Served as Creative Lead and Motion Designer for the **Alien Car Wash influencer campaign**, owning concept development, scripting, visual direction, animation, and final execution.
- Led creative for **Exhale Coffee**, directing VFX, color, sound, stakeholder communication, and final delivery on a sub-two-week timeline for a Cannes Film Festival-aligned premiere.
- Oversee scalable production for SearchKings initiatives, standardizing workflows including AI voiceover, QR-code generation, localization, and repeatable creative systems.
- Produced **150+ AI-focused learning videos annually** supporting an audience of 90K+ employees while developing AI-assisted creative workflows.
- Created campaign and product storytelling across commercial, political, social, explainer, tutorial, and digital experiences.
- Refine creative processes, introducing emerging technologies, and improving team collaboration across disciplines.

Freelance — Creative Director

Aug 2016 – Present • Global

- Direct and produce original motion, illustration, video, educational content, and branded storytelling for clients and a multi-platform creative community.
- Manage projects from concept and creative strategy through writing, storyboarding, design, animation, editing, publishing, and final delivery.
- Create platform-native content for Instagram, TikTok, YouTube, Threads, Patreon, and other digital channels.
- Translate complex animation, design, career, and industry topics into concise visual stories for broad audiences.
- Develop a distinctive visual identity and brand voice across motion graphics, illustration, newsletters, short-form video, digital products, and educational resources.
- Adapt ideas across formats and platforms while accounting for differences in pacing, tone, audience behavior, and content expectations.
- Use audience questions, comments, engagement patterns, and performance signals to refine creative strategy and future content development.
- Produce work for clients including Wacom, XP-Pen, Eagle, and Tokyo Treat.

Lunar Solar Group — Motion Graphic Designer

Mar 2022 – Nov 2022 • New York, NY

- Created high-volume motion graphics, educational videos, animated explainers, campaign assets, and branded communications for audiences across a large corporate organization.
- Turned complex, technical, and unfamiliar information into clear visual narratives built around audience needs, concise messaging, and strong storytelling.
- Developed projects from creative brief through final delivery, including concept development, scripts, storyboards, style frames, animation, editing, reviews, and revisions.
- Partnered with producers, writers, subject-matter experts, and internal stakeholders to align creative execution with communication objectives and organizational priorities.
- Contributed to campaigns that increased ROAS by 22% through audience-focused creative and strategic execution
- Maintained visual consistency and high-quality execution across fast-paced campaign deliverables

Inside Ideas Group — Motion Graphic Designer

Jul 2021 – Apr 2022 • Chicago, IL

- Developed multi-channel campaign assets for Miller Lite, Coors Light, and Topo Chico
- Maintained brand consistency across 20+ deliverables per campaign
- Collaborated across teams to execute cohesive, large-scale campaign work

Core Skills:

Creative Leadership: Creative Direction, Brand Campaign Development, Visual Identity, Design Systems, Creative Frameworks, Creative Operations, Team Leadership and Mentorship, Art Direction

Strategy & Operations: Creative Workflow Optimization, Resource Planning, Production Planning, Vendor Collaboration, Stakeholder Management, Process Improvement, Creative Quality Standards

Tools:

- After Effects, Premiere Pro, Cinema 4D, Blender, Illustrator, Photoshop, InDesign, Figma, Adobe XD
- ChatGPT, Claude, Figma Make, Cursor, Microsoft Copilot, Adobe Firefly, Google VEO

Education & Certifications:

University of Southern California
Bachelor of Arts, Animation and Digital Arts

Stanford Continuing Studies
Novel Writing Certificate Program (In Progress)

Certifications (2025):

- AI for Managers, Essential Skills in Generative AI for Creatives, Microsoft Copilot for Productivity, Human Skills for Managers Professional Certificate