

Georgina Cahill
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Portfolio: <https://www.georginacahill.com/gc-private-portfolio>

Professional Summary

Senior Motion Graphics Designer with over 8 years of experience creating high-impact visual narratives for global brands including Comcast, Miller Lite, and Wacom. Expert in integrating traditional animation principles with modern Generative AI workflows (VEO, Copilot) to enhance production speed and storytelling. Proven track record of improving campaign ROAS and click-through rates through data-driven creative strategy.

Professional Experience

Comcast — Senior Motion Graphics Designer – *Nov 2022 – Present • Remote*

- Lead the design and animation of motion graphics for Comcast advertising platforms, collaborating with product and engineering teams to translate complex technical features into compelling visuals.
- Spearhead the integration of Generative AI tools (VEO, Copilot) into the creative workflow, modernizing production pipelines to enhance speed and storytelling capabilities.
- Develop and maintain branded motion systems that align strictly with Comcast's corporate identity and ad-tech solutions.
- Reduced project turnaround time by 30% by implementing AI-assisted copywriting and voiceover.

Freelance — Animator / Motion Designer – *Aug 2016 – Present • Global*

- Deliver custom illustration and motion campaigns for major tech and lifestyle clients including Wacom, Skillshare, Eagle, XP-Pen, and Tokyo Treat.
- Achieved a 40% average increase in campaign click-through rates by producing targeted, branded explainer videos.
- Provide end-to-end production consultancy, advising clients on best practices for KPI-driven creative while managing tight remote deadlines.

Lunar Solar Group — Motion Graphic Designer – *Mar 2022 – Nov 2022 • New York, NY*

- Produced high-impact short-form advertisements for high-profile CPG brands such as Vita Coco, Momofuku, Harmless Harvest, and Hu Kitchen.
- Collaborated with brand strategists to A/B test motion variants, resulting in a 22% optimization of Return on Ad Spend (ROAS).

Inside Ideas Group — Motion Graphic Designer – *Jul 2021 – Apr 2022 • Chicago, IL*

- Delivered platform-specific video suites for major beverage brands (Miller Lite, Coors Light, Topo Chico), ensuring brand voice consistency across 20+ assets per campaign.

Hedgeye Risk Management — Junior Motion Graphics Designer – *Sep 2020 – Jul 2021 • Stamford, CT*

- Tasked with generating and executing on-air graphics, including typography, character animation, and motion design, in live control room.

Technical Skills & Tools

- **Motion & 3D:** Adobe After Effects, Premiere Pro, Cinema 4D, Blender.
- **Design & UI:** Illustrator, Photoshop, InDesign, Figma, Adobe XD.
- **Generative AI:** ChatGPT, Copilot, Adobe Firefly, VEO.
- **Strategy:** Scriptwriting, Storyboarding, A/B Testing, UX Writing, Content Strategy.

Education & Certifications

University of Southern California | *Bachelor of Arts in Animation and Digital Arts*

Certifications (2025):

- **Adobe:** Essential Skills in Generative AI for Creatives
- **Microsoft & LinkedIn:** Career Essentials in Generative AI, Human Skills in the Age of AI
- **Content Marketing Institute:** Digital Marketing