

Federico Poglio

ENG

ART DIRECTOR & MOTION DESIGNER

PROFILE

Art Director and Motion Designer with over 15 years of experience in graphic design, animation and audiovisual content. I take projects from brief and concept through to delivery: I personally create motion graphics, event visuals, graphic assets and videos, and coordinate specialists and teams when needed. Experienced in working with agencies, studios and clients on events, social media, corporate content and brand communications.

SKILLS

DESIGN & PRODUCTION

Motion graphics, graphic design, event visuals, 2D animation, post-production, storyboarding, social video, presentations and layout design.

TOOLS

After Effects, Photoshop, InDesign (advanced); Illustrator, Canva, generative AI tools.
Premiere and Figma: occasional use

PROJECT & TEAM WORK

Hands-on art direction, concept development, team coordination, creative vendor management, schedules and revisions.

EDUCATION & LANGUAGES

Diploma in Digital & Virtual Design - IED, 2008
Freelance After Effects instructor (introductory evening course) - IFOA, 2024
English: advanced (C1–C2, self-assessed).

CONTACTS

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PROFESSIONAL EXPERIENCE

ART DIRECTOR & MOTION DESIGNER - FREELANCE
2015-TODAY **FREELANCE**
I design and produce motion graphics, visuals for events and live shows, social and corporate content, trade show graphics and presentations. I handle briefs, concepts, storyboards, production and delivery; I coordinate 3D artists, editors and other creatives while remaining hands-on. Selected projects: visuals and animation for Fisher, PAWSA and Max Pezzali; Milano Cortina 2026 video for Balich Wonder Studio (Executive Art Director / Project Manager, creating scenes myself and coordinating editing).

ART DIRECTOR / MOTION GRAPHICS SUPERVISOR - GAMERA / GROUND CONTROL
MAR 2022 - 2024
Ongoing freelance contract, working almost full-time. Developed concepts and technically feasible solutions with the creative team, produced animations and other content directly, and supervised designers and 3D artists. Selected work: videos and animated graphics for the MSC Explora I and II launch events; animated social content for Levi's and Ray-Ban; event motion graphics for Generali.

MOTION DESIGNER - UNITÀ C1
MAY 2015 - MAR 2016
Video mapping and visuals for events, landmarks and theatre, including projects for Milan Cathedral and the Colosseum

GRAPHIC & MOTION DESIGNER - CAMPBELLADV
SEP 2012 - MAY 2015
Design for catalogues, brochures, exhibition stands and trade shows; InDesign layouts, project coordination and motion graphics videos.

MOTION / COMPOSITING ARTIST - MAGA ANIMATION STUDIO
JAN - JUL 2012 & TODAY
Background artwork, 2D animation, compositing and post-production for series including Acqua in bocca and Tales of Friendship with Winnie the Pooh. Ongoing collaboration as Game Designer for GoGoPig! Game.

MOTION DESIGNER - SQUARE POST / FASTWEB TV / CHILI TV
FEB 2010 - JAN 2012
On-site consultancy producing TV promos, motion graphics and post-production; creative input and internal After Effects training.

MOTION & GRAPHIC DESIGNER - MILAN PRODUCTION STUDIOS
2008 - 2010
Labnext, Studio Bozzetto, Collateral Films and Filmmaster: OVO clips, motion graphics and post-production, including Bruno Bozzetto's Camuni and graphic assets for Ferrari World Abu Dhabi.