LUCAS MACELLONI

Senior Art Director | Performance Creative

São Paulo, Brazil (Remote) | macelloni.lma@gmail.com | +55 14 99729-6140 | lmacelloni.pages.dev | linkedin.com/in/lucas-macelloni | behance.net/lmacelloni

PROFESSIONAL SUMMARY

Art director and performance creative with 7+ years across agencies, production houses and brands, currently designing paid social for US clients. Combines brand thinking, paid-media design, motion and AI-assisted production, and builds production systems that let teams ship more variations across markets without losing brand quality. Founder of the AI creative studio symbios.exe.

CORE SKILLS

- Art Direction, Creative Direction, Brand Identity, Visual Systems, Key Visuals, Campaign Concepts, Typography, Brand Guidelines
- Performance Creative, Paid Social, Meta Ads, Google Performance Max, Creative Testing, A/B Testing, Landing Page Design, Conversion-Focused Design
- Motion Graphics, Video Editing, Short-Form Video, Storyboards
- Generative AI Production, Prompt Design, Veo, Kling, Nano Banana, Higgsfield, Midjourney, Runway, ElevenLabs, AI Content QA
- Creative Automation, Template Systems, Design Systems, Workflow Automation (n8n), Remote Collaboration with US Teams

Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, WordPress, Elementor, Swipe Pages, n8n, Claude

PROFESSIONAL EXPERIENCE

Performance Designer | Lilikoi Agency (US clients) | Remote | 08/2026 – Present

- Design monthly paid social creative (Meta Ads statics, carousels and short-form video) for US home-services brands in solar, roofing, HVAC and artificial turf across multiple metro markets.
- Build template- and script-based production systems in Photoshop and Figma so one concept scales across markets, offers and placements while keeping brand consistency.
- Design and maintain landing-page variants for A/B testing in Swipe Pages, including an automated monthly offer rollover.
- Use generative AI (Higgsfield) for location-believable photography, then art-direct and retouch to brand standards.

Art Director (Contract) | Stroke (01/2026 – Present) · Agência Seven7th (2022 – 2025) | Remote

- Led art direction for integrated campaigns across paid media, social, motion, branding and landing pages for B2B and B2C clients.
- Created offer key visuals and launch campaigns for automotive dealership groups (Germânica, Viamar, McLarty Maia) using Figma component systems that update every format from one master.
- Implemented AI-assisted production workflows and quality-assurance protocols for AI-generated content covering tone, coherence, accuracy and brand safety.

Art Director and Video Editor | Agência Metamercado Digital | São Paulo | 08/2020 – 01/2022

- Developed visual identities and campaign systems for TV, cinema, digital products and launches.
- Managed audiovisual production workflows, task delegation, deadlines and editorial reviews.

Junior Art Director | Paris 99 Produtora Audiovisual | São Paulo | 06/2019 – 10/2020

- Created layouts, illustrations and branded content for web and social media; led visual research and concept development.

SELECTED PROJECTS

- symbios.exe (own studio, 2025 – Present): Founder and creative director of an AI creative studio in São Paulo — brand identity, AI creative systems, workshops and full-AI film production.
- Honda HR-V 2026 launch film (2025): script and AI image production for a dealership launch film made entirely with generated footage (Veo 3, After Effects, Premiere Pro). Co-created.
- SportyBet Paulistão 2026 (concept work): AI campaign for social and fake out-of-home (FOOH) using Kling and Veo.

EDUCATION

Master's Degree in Communication (in progress) — UNESP, Universidade Estadual Paulista
Bachelor's Degree in Advertising — UNISAGRADO, 2015 – 2018

LANGUAGES

Portuguese (Native) | English (Full Professional) | Spanish (Basic)

Open to remote full-time or contract roles. Open to international relocation.