

LEONARDO M. SCARCIA

CREATIVE DIRECTOR
BRAND SYSTEMS • MOTION DESIGN
AI CREATIVE WORKFLOWS

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-  Garopaba, Santa Catarina, Brazil
Remote Worldwide
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SELECTED CLIENTS

-  **MORMAII**
-  **TBWA WORLDWIDE**
-  **THE JEFFREY GROUP**
-  **CELLFISH MEDIA**
-  **UNITED VIRTUALITIES**
-  **NEOKAI**
-  **PLANETOUT INC.**

EXECUTIVE PROFILE

Creative Director with 20+ years leading branding, motion design and digital experiences for global agencies and international brands across Latin America and the United States.

Specialized in transforming complex ideas into compelling visual stories through branding systems, motion graphics, AI-assisted creative workflows and digital campaigns.

Founder of Buda Studio, where I lead multidisciplinary projects from concept to execution, combining strategy, storytelling and emerging technologies.

CAREER HIGHLIGHTS

- **20+**
Years in Creative Leadership
- **Founder**
Buda Studio Since 2012
- **Global**
Experience working across LATAM & US
- **Multidisciplinary**
Leader of remote creative teams
- **AI Driven**
Early adopter of AI creative solutions

CORE EXPERTISE

- Creative Direction
 - Art Direction
 - Brand Strategy
 - Visual Identity
- Motion Design
 - Motion Graphics
 - Visual Storytelling
 - Video Production
- Campaign Development
 - Digital Experiences
 - Presentation Design
 - Design Systems
- AI Creative Workflow
 - Creative Leadership
 - Team Management
 - Client Relations

PROFESSIONAL EXPERIENCE

-  **Buda Studio**

Founder & Creative Director

2012 – Present
- Founded and lead an independent creative studio specializing in branding, digital design, motion graphics, video production, AI-assisted content creation and YouTube creative assets.
 - Lead creative strategy, branding and visual communication for international clients.
 - Direct multidisciplinary projects from concept through production.
 - Develop motion graphics, AI-powered content and digital experiences.
 - Produce pitch decks, presentations and audiovisual campaigns.
 - Integrate emerging technologies to deliver innovative and effective creative solutions.

1 / 2

-  **Neokai**

Senior Designer

Apr 2018 – Sep 2019
- Responsible for the company's visual identity across digital platforms. Led branding initiatives, marketing campaigns and creative production for online content.
-  **Mormaii**

Senior Motion Graphics Designer

Oct 2011 – Aug 2013
- Worked as Senior Motion Designer responsible for multimedia production, branding, animation and digital communication.
-  **Cellfish Media**

Creative Services Director

Jun 2010 – Mar 2011
- Led the creative department responsible for mobile advertising campaigns across Latin America. Directed creative concepts, motion graphics, digital campaigns and interactive advertising experiences.
-  **Cellfish Media**

Senior Web Designer

2008 – 2010
- Created rich media campaigns, banners, promotional websites, interactive advertising and web experiences. Worked directly with teams in Buenos Aires and New York.
-  **The Jeffrey Group**

Interactive Designer

2006 – 2007
- Designed digital communication projects, PR campaigns, corporate presentations and UX interfaces for international clients.
Clients: Kodak, Sony Ericsson, British Airways, Diageo.
-  **TBWA Worldwide**

Senior Web Developer (Freelance)

2004 – 2005
- Developed rich media advertising solutions, interactive websites and multimedia campaigns.
-  **PlanetOut Inc.**

Senior Designer

2004 – 2006
- Creative Designer responsible for branding, advertising and digital experiences for international markets.
-  **United Virtualities**

Multimedia Designer

1999 – 2004
- Developed interactive advertising, animated banners, floating ads and multimedia experiences. Participated in some of Argentina's first Rich Media advertising projects.

TOOLS & TECHNOLOGY

DESIGN & CREATIVE

-  **Ps**
Photoshop
-  **Ai**
Illustrator
-  **Ae**
After Effects
-  **Pr**
Premiere Pro
-  **Id**
InDesign
-  **Figma**
-  **Blender**
-  **Runway**
-  **Midjourney**
-  **Leonardo AI**

AI & AUTOMATION

-  **ChatGPT**
-  **Adobe Firefly**
-  **Runway**
-  **Leonardo AI**

DEVELOPMENT & CODE

-  **HTML5**
-  **CSS3**
-  **JavaScript**
-  **P5.js**
-  **Python**

EDUCATION

University of Buenos Aires (UBA)
Bachelor in Graphic Design
1990 – 1994

LANGUAGES

-  **Spanish**
Native
-  **Portuguese**
Professional
-  **English**
Professional



PORTFOLIO & REEL

budastudio.github.io/personal
Available upon request: Creative Reel (60 sec)

“ I turn ideas into powerful visual stories
that connect brands with people. ”

Leonardo M. Scarcia