GIANNI ARONE

DIRECTOR OF DIGITAL OPERATIONS · AI PRODUCT BUILDER · SR. MOTION DESIGNER

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Twenty years in digital media as a senior motion designer, editor and social lead: Warner Music Group, then seven years at Fullscreen animating and cutting daily social for Disney, Marvel, Sony and AMC. For the last two years I've built with AI every day, with **Claude and ChatGPT as my engineering team**, shipping **twelve sites and products end to end**: brand, prompts, code, APIs, database and deploy. Now **Director of Digital Operations** at Evolution24 Properties.

20 YEARS IN DIGITAL MEDIA	**12** SITES & PRODUCTS SHIPPED	**1B+** GIPHY VIEWS	**WEBBY · CLIO · SHORTY** AWARD-WINNING SOCIAL VIDEO

01 · AI ENGINEERING

CLAUDE AND CHATGPT ARE MY ENGINEERING TEAM.

BUILD
Sites, apps and APIs engineered with **Claude Code** and **ChatGPT**: architecture, code, review, debugging and deploy across React / Next.js, Node, Rust and Postgres.

PROMPT
Prompt design for production features and agent workflows: system prompts, structured output, multi-step agents, and a human signing off before anything ships.

LLM FEATURES IN PRODUCTION
Scrawl: Claude drafts a full alphabet from three hand-drawn letters, and a bot designs three more every day. **Bastion:** LLM-written event explanations.

ON-DEVICE AI
MediaPipe segmentation running live on the GPU in **Faraday** (browser) and **Glitch Pixel Studio** (Android): faces and bodies masked in real time, with zero cloud.

APIS & INTEGRATIONS
Anthropic and OpenAI APIs; REST endpoints and webhooks for Shippo, Google Play Billing, Microsoft Sentinel and Vimeo; the cbuy partner API.

WORKFLOWS & AUTOMATION
Enquiries routed into Google Workspace and a live lead sheet; sync jobs for gianniarone.com; music videos cut by code to beat grids and timed lyrics.

02 EXPERIENCE

MOST RECENT FIRST

Nov 2025 – present
Rochester, NY
on-site, full time

EVOLUTION24 PROPERTIES NOW

Director of Digital Operations

- Web, social, email, photo, video and brand for Evolution24 and the eleven properties it manages across Rochester, Syracuse, Manlius and Geneva, with monthly lead-source and cost-per-lead reporting to ownership.
- Designed and engineered **charlottesquareroc.com** with Claude and ChatGPT for a 72-residence LEED Gold building: technical SEO, structured data, lead capture, analytics, fair-housing compliance. Launched the evolution24.net corporate site.
- Set up the company Google Workspace, routing tour requests and site enquiries to the right inbox and into a live lead sheet leasing works from.
- Shoot units, amenities and drone; photo-document every job, the daily record that became Round24.

Jan 2016 – present
Rochester, NY
alongside staff roles

GIANNI ARONE STUDIO

Founder · Creative Director & AI Product Builder

- Take products from blank page to live URL with Claude and ChatGPT: brand, copy, prompts, UI, front end, APIs, database, deploy and support. Shipped Round24, cbuy, Faraday, Bastion, Dot Trading Post, Scrawl, irl.ing, Glitch Pixel Studio, This Is An Art Gallery and gianniarone.com.
- Client motion, video, photography and social; original music on SoundCloud, cut into three music videos in 2026.

02 EXPERIENCE CONTINUED

Oct 2022 – Jul 2023
hybrid, full time

XX ARTISTS — Senior Motion Designer / Editor

Social-first motion for entertainment and technology clients, concept to final delivery.

Jun – Oct 2022
remote, full time

PROJECT X / AV — Designer

AV and motion design for theatrical clients: film and television studio releases.

Apr 2021 – Jun 2022
hybrid, full time

THE MANY — Motion Graphics Designer

Campaign motion for national brands, cut to every placement, ratio and runtime.

Jan 2014 – Nov 2020
hybrid, full time

FULLSCREEN — Senior Motion Designer / Editor

Seven years animating and editing daily social for Disney, Marvel, Sony, AMC and streaming titles. GIF and sticker work past 1 billion GIPHY views; campaigns that earned a Webby, a Bronze Clio and two Shortys.

Jan 2011 – Nov 2013
hybrid

CAUSEFORCE — Social Media Manager

Social for endurance fundraising events: calendar, community, recruitment, event-week coverage.

Jul 2006 – Apr 2010
on-site

WARNER MUSIC GROUP — Social Media Manager

Artist channels and release campaigns for a major label in social media's first era.

03 BUILT & SHIPPED FOUNDED, DESIGNED AND ENGINEERED BY ME

ROUND24

The maintenance platform that measures the labor: every hour, receipt and door reconciled. In beta.

round24.app · React · Vite PWA · Postgres · RLS · AES-256-GCM

SCRAWL AI

Collectible fonts on Ethereum. Claude drafts a whole alphabet from three hand-drawn letters.

scrawl.gallery · Claude API · variable fonts · Ethereum · auctions

BASTION AI

Open-source Windows sensor beside Defender: camera, mic, USB and driver watch, LLM explanations.

bastion.quest · Rust · Next.js · REST API · Sentinel

FARADAY AI

Anonymous encrypted video calls; on-device AI and DSP disguise face and voice. On Google Play.

faraday.cam · WebRTC · WebGL2 · MediaPipe · HMAC TURN

GLITCH PIXEL STUDIO AI

Real-time WebGL glitch and AI camera FX for Android: pixel sort, datamosh, MediaPipe face FX.

glitchpixelstudio.app · WebGL · MediaPipe · Android

CBUY

Peer-to-peer marketplace settled in stablecoins; escrow releases on delivery. Partner API.

cbuy.ing · Multisig escrow · EVM / Solana · Shippo

04 TOOLKIT

AI	**Claude (Claude Code, API) · ChatGPT & OpenAI API · Gemini · Grok · prompt engineering · agent workflows · MediaPipe · Runway · Higgsfield**
ENGINEERING	TypeScript / JavaScript · React, Next.js, Vite · Node · Rust · Postgres (Neon, Supabase) · REST APIs & webhooks · Vercel, Cloudflare, GitHub · WebRTC, WebGL2, WebAudio · Base, Ethereum, Solana
MOTION & VIDEO	Cavalry · After Effects · Premiere · hand-drawn and stop-motion · Photoshop · Procreate · drone · photography
CONTENT & OPS	Content strategy · copywriting · community · paid social (Meta) · SEO · analytics · A/B testing · budgets

05 RECOGNITION

2022 **APENFT Dream Fund** · Best Creativity Award

2021 **Shorty Awards** · Mixwell: LGBTQ Best Use of Video

2020 **Webby People's Choice** · Disney / Fox, Spies in Disguise

2019 **Clio Bronze** · Venom, Eddie's Clubhouse

2017 **Shorty Awards finalist** · AMC, The Walking Dead

2017 **Webby Awards** · Captain America: Twitter Civil War

GIPHY · 1+ billion views on animated GIFs

Crypto art · Exhibited internationally; DYOR Kunsthalle, Zurich

Volunteer · St. Brians Clothiers & Sir Dewitt Lee III