

CARLOS GARAVITO

AI CONTENT PRODUCTION • CREATIVE LEADERSHIP • AI SYSTEMS

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DIRECTOR, AI CONTENT & CREATIVE PRODUCTION

Executive creative and AI production leader with 20+ years of experience building brands, leading multidisciplinary teams, and turning emerging technology into practical creative capability. Hands-on generative AI practitioner working across image, video, design, coding, prototyping, and production workflows. Builds reusable AI systems that increase production speed and capacity while protecting creative quality, brand consistency, and human oversight.

Combines executive creative leadership with the ability to personally prototype, produce, operationalize, and teach emerging AI workflows.

SELECTED IMPACT

3 WEEKS → 24 HOURS

At ASTOUND, designed and built the Exhibit Design Engine, an AI-enabled production system that reduced client RFP response time from approximately three weeks to 24 hours.

HANDS-ON AI PRODUCTION

Works directly across generative image, video, motion, design, copy, coding, prototyping, versioning, and asset adaptation using current AI production ecosystems.

AI PRODUCTION SYSTEMS

Designs governed, repeatable workflows spanning brief intake, brand systems, generative production, creative inheritance, controlled variation, quality gates, human approval, and system learning.

CAPABILITY BUILDING

Evaluated 30+ AI platforms and models and trained 20+ designers and creative professionals in practical AI-enabled creative workflows.

EXPERIENCE

CommandAlpha_Studios | Founder & Executive Creative Director

(2022 - Present)

Founded an independent creative AI practice focused on generative production, creative systems, emerging technology, and practical AI adoption.

- Design and build AI-enabled creative production systems that connect strategy, creative development, generation, production, quality control, and delivery.
- Personally create and direct generative image, video, motion, design, and branded content across commercial and experimental projects.
- Developed ENGINE_v1.0, a governed generative content production framework designed to scale creative output while maintaining creative intent, brand fidelity, and human approval.
- Build reusable prompt architectures, production workflows, quality standards, and documentation rather than relying on isolated AI experiments.
- Advise and train creative teams on integrating generative AI into existing workflows while maintaining craft, brand consistency, and responsible human oversight.

ASTOUND | Director, Creative Innovation

(2025 - 2026)

Hybrid creative leadership and AI transformation role spanning creative direction, generative AI, production systems, prototyping, and team enablement.

- Designed and built the Exhibit Design Engine, reducing response time for client RFPs from approximately three weeks to 24 hours.
- Evaluated 30+ AI platforms and models to identify production-ready capabilities across ideation, design, visualization, image generation, workflow automation, and creative production.
- Built reusable prompt architectures, workflows, and AI-enabled production methods to accelerate creative development without compromising quality.
- Trained 20+ designers and creative professionals in practical generative AI tools and workflows.
- Partnered across creative, design, strategy, production, and technology teams to translate emerging AI capability into usable enterprise workflows.
- Combined hands-on prototyping and creative production with operational design, adoption, and team leadership.

VML | VP, Executive Creative Director - Ford Canada

(Mar 2021 - Oct 2022)

Led experience strategy, creative innovation, and conversational technology for healthcare and pharmaceutical clients.

- Led multidisciplinary creative teams and agency partners across a complex national automotive account.
- Translated brand and business priorities into integrated creative platforms and production-ready executions across channels.
- Partnered with strategy, production, media, technology, and client leadership to deliver high-volume brand and retail communications.
- Maintained creative quality and brand consistency across multiple audiences, formats, stakeholders, and production requirements.

ConversationHEALTH | VP, Chief Experience Officer

(Jul 2019 - Jan 2021)

Led experience strategy, creative innovation, and conversational technology for healthcare and pharmaceutical clients.

- Connected creative, UX, technology, data, and business strategy to design conversational and digital experiences.
- Led multidisciplinary teams translating complex requirements into usable customer experiences.
- Helped bridge emerging technology capabilities with practical client and production needs.

Deloitte | VP, Creative Strategy, Office of Sales & Marketing Leadership

(Jul 2018 - Jul 2019)

Led creative strategy and experience thinking at the intersection of brand, business transformation, technology, and customer experience.

- Partnered with business, design, strategy, and technology leaders on complex transformation initiatives.
- Translated strategic and technical complexity into clear creative and experience propositions.
- Helped connect creative ambition with enterprise feasibility and delivery.

EARLIER CREATIVE LEADERSHIP

Senior creative and leadership roles across agencies including Ogilvy, T1 and The Marketing Store, working across automotive, CPG, financial services, healthcare, technology, retail, telecommunications, and government.

AI PRODUCTION + TECHNOLOGY

Primary Working Ecosystems:

OpenAI: ChatGPT, Codex, GPT model ecosystem

Google: Gemini, Nano Banana Pro, Notebook, Flow, Stitch, Antigravity

Anthropic: Claude, Claude Code, Claude Design

Capabilities:

- Generative image and video production
- AI-assisted motion and editing
- Prompt architecture
- Creative coding and prototyping
- Workflow design
- Content versioning and adaptation
- Automation

- AI adoption and training
- Model/platform evaluation

Generative Production:

- Adobe Firefly, Midjourney, Runway, Kling, Veo, Seedream, Seedance
- Higgsfield, ElevenLabs
- Figma Weave

EDUCATION + PROFESSIONAL DEVELOPMENT

MIT Professional Education

Applied Generative AI for Digital Transformation, 2024

OCAD University

Bachelor of Design, Advertising & Design

RECOGNITION

- Creative work recognized by The One Show, New York Festivals, LIA, Communication Arts, ADCC, Strategy, CMA, RCC and the ECHOs.
- Judge at various industry awards shows including Cannes Festival of Creativity, 2024
- LinkedIn Top 100 AI Artists and Influencers since 2022

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