

CARLOS GARAVITO

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Portfolio: carlosgaravito.com | AI Reel: <https://f.io/tIDUyIKJ>

AI Transformation Leader | Enterprise Adoption | Creative Operations

PROFESSIONAL SUMMARY

Executive creative and AI innovation leader with 20+ years of experience across advertising, consulting, digital experience and creative technology. Combines senior client advisory and cross-functional leadership with hands-on generative AI workflow design, prototyping and human-centred quality review. Skilled at structuring ambiguous problems, translating emerging technology into workable processes and aligning business, creative and technical stakeholders.

TRANSFORMATION CAPABILITIES

Enterprise AI strategy | Structured problem-solving | Creative workflow design

Executive stakeholder engagement | Adoption enablement | Cross-functional implementation

Conversational AI / UX | Product collaboration | Prototyping and quality governance

PROFESSIONAL EXPERIENCE

Founder, AI Strategy & Creative Innovation | CommandAlpha_Studios | 2022–Present

- Lead an independent practice focused on generative AI content production, creative technology, workflow design and transformation consulting for brand and creative contexts.
- Design structured workflows that connect a brief and verified source context to generation, evaluation, human review and approval, emphasizing repeatability and accountable creative judgment.
- Prototype multimodal creative approaches and practical demonstrations to assess feasibility, clarify trade-offs and communicate recommendations to stakeholders.
- Develop reusable prompt, context and quality-review methods; distinguish internal research and development from externally deployed client systems.

Director, Creative Innovation | ASTOUND | 2025–2026

- Led generative AI innovation across experiential creative strategy, design and multidisciplinary collaboration.
- Conceived an AI-assisted Exhibit Design Engine to connect structured briefs, design constraints and concept development within a human-reviewed creative process.
- Developed practical workflow approaches and checkpoints intended to support consistent creative evaluation and team collaboration.

VP, Executive Creative Director, Ford Canada | VML / VMLY&R | 2021–2022

- Provided senior creative leadership for Ford Canada, working across client stakeholders, agency disciplines and Canadian markets.
- Aligned regional and North American priorities while directing integrated digital and brand initiatives.
- Translated emerging technology and channel opportunities into creative recommendations and coordinated multidisciplinary delivery.

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VP, Chief Experience Officer | conversationHEALTH | 2019–2021

- Led experience strategy, digital product design and conversational UX for AI/ML-enabled healthcare and pharmaceutical voice-assistant experiences.
- Worked across product, technical, medical and business stakeholders to turn complex requirements into usable conversational journeys and interface decisions.
- Contributed creative and experience leadership during a period of company growth and eventual acquisition; earlier résumé materials report improved engagement, pending metric verification.

VP, Creative Strategy | Deloitte | 2018–2019

- Led creative strategy for enterprise initiatives spanning digital experience and business transformation.
- Used workshops, design thinking, prototyping and cross-functional collaboration to structure ambiguous business challenges into actionable directions.
- Communicated strategic narratives and recommendations to senior stakeholders while balancing business, creative and delivery priorities.

EARLIER CAREER LEADERSHIP

Vice President, Creative · *T1 Agency* · *Mar 2017 – Jun 2018*

Vice President, Creative · *The Marketing Store* · *Sep 2014 – Feb 2017*

Chief Creative Officer · *Cossette / Citizen Relations / ELVIS* · *Sep 2010 – Jan 2014*

Chief Creative Officer · *OgilvyOne* · *Oct 2007 – Sep 2010*

Directed integrated creative, digital and customer experience work for major North American brands, including Nissan / Infiniti, Bell, TELUS, American Express and Coca-Cola. Led multidisciplinary teams and client relationships across complex agency environments

TECHNICAL & GENERATIVE AI PRACTICE

- **AI-enabled creative production:** multimodal generation, structured prompts and context, content evaluation, iterative prototyping, human approval checkpoints and creative QA.
- **Product and implementation fluency:** React, TypeScript, Tailwind, Vercel and Supabase in hands-on product development; ability to collaborate with technical teams and review implementation trade-offs.
- **Experience design:** conversational UX, digital products, journey design, brand systems and multidisciplinary creative operations.
- **Tools:** Claude, ChatGPT, Gemini, Midjourney, Runway, Veo and other generative media platforms. Specific Claude Cowork or Pencil platform proficiency is not claimed.

EDUCATION & CREDENTIALS

Applied Generative AI for Digital Transformation

MIT Professional Education · 2024

Bachelor of Design, Advertising & Design

OCAD University