

CARLOS GARAVITO

CREATIVE TECHNICAL DIRECTOR | GENERATIVE AI | PRODUCTION SYSTEMS

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EXECUTIVE PROFILE

Creative technical leader with 20+ years of experience translating ambitious ideas into integrated experiences, digital products and production systems. Combines executive creative judgment with hands-on generative AI experimentation, workflow architecture and enterprise consulting. Skilled at leading discovery, clarifying technical requirements, prototyping high-risk assumptions, aligning creative and engineering teams, and turning successful experiments into repeatable delivery patterns. Comfortable with clients, executives, producers, designers, engineers and emerging technology teams in fast-moving environments.

MONKS ROLE ALIGNMENT

DISCOVERY + SCOPING

Turns ambiguous briefs into clear requirements, assumptions, workstreams and delivery plans.

CREATIVE TECHNICAL DIRECTION

Connects creative intent to model choice, workflow architecture, prototyping and production realities.

CLIENT LEADERSHIP

Facilitates executive workshops, presents technical approaches and makes trade-offs understandable.

MULTIMODAL AI SYSTEMS

Designs workflows spanning language, image, video, voice, retrieval, orchestration and human review.

PROTOTYPE TO PRODUCTION

Builds reference workflows, QA checkpoints, playbooks and handoffs that move beyond isolated demos.

CROSS-FUNCTIONAL DELIVERY

Aligns creative, strategy, product, production, engineering and client stakeholders around execution.

SELECTED RELEVANT EXPERIENCE

ASTOUND | Director, Creative Innovation (AI Transformation & Creative Technology) Oct 2025 - Mar 2026

Established and led practical AI innovation across creative strategy, experiential design and enterprise delivery.

- Evaluated and operationalized frontier platforms across language, image, video, voice, 3D and workflow orchestration to identify scalable production opportunities.
- Conceived and built the Exhibit Design Engine, an AI-assisted concept system that turns structured client briefs, spatial parameters and reference assets into configurable experiential design directions.
- Defined product features, workflow logic, model-routing considerations and human-review checkpoints in collaboration with design, digital and production stakeholders.
- Developed reusable prompt systems, workflow standards, playbooks and governance guidance that moved teams from isolated experimentation toward repeatable execution.
- Led workshops, demonstrations and project-based coaching that helped multidisciplinary teams integrate AI into client delivery without sacrificing craft.

CommandAlpha_Studios | Founder & Executive Director, AI Strategy 2022 - Present

Advisory and experimentation practice focused on operationalizing emerging AI across creative, marketing and customer experience.

- Lead discovery with founders and executive teams to identify priority workflows, technical constraints, adoption barriers and measurable opportunities.
- Design multimodal production systems across language, image, video and voice, including prompt architecture, knowledge systems, rapid prototypes, automation and human review.
- Translate rapidly changing model capabilities into practical build recommendations, operating frameworks and production-ready reference implementations.
- Create enablement programs, playbooks and governance models that help non-technical teams adopt AI responsibly and confidently.

VML | VP, Executive Creative Director - Ford Canada Mar 2021 - Oct 2022

Senior creative leader for Ford Canada across national brand, digital, social and innovation programs.

- Led integrated teams across Toronto, Montreal and Vancouver, aligning creative, strategy, media, production and client stakeholders around complex delivery.
- Directed programs spanning TikTok, Snap, Meta, AR/VR, NFTs and early generative AI applications while protecting brand quality and market relevance.

- Presented strategic and creative recommendations to senior clients and converted broad ambitions into executable briefs and production plans.

conversationHEALTH | VP, Chief Experience Officer Jul 2019 - Jan 2021

Led experience strategy for AI/ML-powered conversational products in regulated healthcare.

- Directed UX, conversation design and creative strategy for voice and text assistants, working across product, engineering, medical, strategy and design.
- Translated user and customer needs into interaction frameworks, product requirements and compliant experience principles.
- Balanced natural-language quality, trust, safety, usability and business requirements in high-stakes environments.

Deloitte | VP, Creative Strategy - Office of Sales & Marketing Leadership Jul 2018 - Jul 2019

Made complex enterprise transformation tangible, collaborative and actionable.

- Led executive workshops, innovation labs and design sprints across fintech, healthcare, transportation, logistics and government.
- Translated ambiguous business challenges into prototypes, transformation narratives, experience concepts and actionable roadmaps.
- Facilitated alignment among C-suite stakeholders, subject-matter experts, strategists, designers and technologists.

EARLIER CREATIVE LEADERSHIP

Chief Creative Officer, Vice President Creative and Vice President Creative Director roles across OgilvyOne, Cossette, Citizen Relations, ELVIS, The Marketing Store and T1 Agency. Led multidisciplinary programs for Coca-Cola, P&G, TELUS, Intel, Nissan, Infiniti, American Express, Visa and Aeroplan across digital, CRM, social, experiential, personalization and integrated production.

APPLIED TECHNICAL FLUENCY

Generative systems: multimodal workflows, prompt and context architecture, RAG concepts, agentic workflows, rapid prototyping, human review, evaluation and production QA. **Platforms:** OpenAI, Claude, Gemini, ElevenLabs, Firefly, Midjourney, Flux, Runway, Veo, Kling, Figma, Cursor, GitHub, Vercel and Supabase. **Delivery:** discovery, technical scoping, workflow diagrams, assumptions, estimation support, implementation guidance, documentation, training and governance.

EDUCATION + RECOGNITION

MIT Professional Education - Applied Generative AI for Digital Transformation, 2024 | **OCAD University** - Bachelor of Design, Advertising & Design

Speaker and executive workshop leader on applied generative AI and creative transformation. Named among LinkedIn's Top 100 AI Artists. Creative recognition includes The One Show, LIA, New York Festivals, Communication Arts, Strategy, ADCC, CMA, ECHO and Retail Council of Canada programs.