

Carolina Cerutti

Senior Art Director & AI Creative Technologist

AI Creative Innovation · Brand Design · Generative AI Art Direction

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Summary

Senior Art Director & AI Creative Technologist with nearly a decade translating ideas into visuals across agencies, editorial, and e-commerce. Bridging extensive physical production experience—including set design, photoshoots, and multimarket brand systems—with generative AI to deliver at scale without losing creative ambition.

An editorial eye and strict aesthetic standards guide hands-on production across tools like Runway, Firefly, Veo, Midjourney, Nano Banana, Suno, ElevenLabs, and ComfyUI. Proven track record of accelerating production workflows by 70% while maintaining design excellence for global brands.

Selected Clients: Warner, Porsche, Discovery, Penguin Random House, IOM, Spotify, Apple Music

Key Achievements

- Accelerated** campaign production by 70% through AI-integrated workflows, delivering 500+ assets in 2 weeks (home24)
- Directed** and produced a 60-second AI-generated spec ad — full creative pipeline from concept to post-production (Runway Big Ad Contest 2026)
- Delivered** 748 unique visual outputs across 3 markets in 2 weeks, presented to company leadership (home24)
- Led** visual identity and campaign systems for Porsche LATAM across Latin American and European markets

Education

Art Direction Specialization | UOC | 2023–2024
Set Design & Art Direction | Pink Morro | 2023
Intensive User Experience Workshop | UBA - UX LABS | 2019
Professional Formation in Motion Graphics 2D/3D | Image Campus | 2018
Graphic Design | University of Buenos Aires (UBA) | 2011–2016

Work Experience

home24 SE – Senior Graphic Designer & AI Visual Specialist
Berlin, Germany | Nov 2021 – Present

- Lead** art direction across paid, social, and on-site channels—shaping style guides, directing photoshoots, and ensuring storytelling alignment and cross-channel brand consistency
- Develop** and maintain brand design systems, guidelines, and internal toolkits to support visual alignment, scalability, and creative evolution across e-commerce platforms and marketing channels
- Direct** creative development and production workflows for seasonal campaigns, collaborating with cross-functional teams (marketing, product, performance) to align creative strategy with business objectives and KPIs
- Pioneered AI-powered workflow** using Runway ML, Veo, and Nano Banana that accelerated campaign production by 70%—delivering 500+ assets in 2 weeks vs. previous 6-week timeline while enhancing visual quality
- Presented** AI production strategy and results to company leadership, establishing new creative standards and campaign formats adopted company-wide.
- Mentor** and direct creative output for the in-house design team on both traditional art direction fundamentals and AI tool integration, establishing documentation to enable team scalability and cross-departmental knowledge sharing.

The Community (Porsche LATAM) – Art Director
Remote | January 2021 – Jun 2021

- Designed** key visuals for digital campaigns in Latin America and European markets with focus on visual storytelling.
- Developed** visual concepts, motion assets, and content for social media and cross-platform execution.

Freelance – Art Director & Senior Graphic Designer
Remote | Oct 2019 – Nov 2021

Clients: Penguin Random House, UN Migration (IOM), Congo FM

- Developed** visual campaigns for 30+ book launches across fiction, non-fiction, and children's genres, including book trailers, social media assets, and animations (Penguin Random House).
- Led** complete rebranding of radio station's visual identity, developing a new logo system, color palette, and typography guidelines (Congo FM).
- Created** visual campaigns with focus on accessibility, intersectionality, and inclusive communication for institutional storytelling (IOM).

InPulse Digital – Senior Graphic Designer
Remote (Miami-based) | January 2019 – Aug 2020

- Developed** visual campaigns for music and entertainment brands with emphasis on content production and creative workflows
- Executed** projects for Discovery Channel, Warner Music, Spotify, Apple Music, and Deezer across multiple platforms

Previous Roles

- Moooco** – Motion Designer & Graphic Designer | Buenos Aires | 2019
- Rapp Argentina** – Semi-Senior Graphic Designer | Buenos Aires | 2018–2019
- Estación Mandioca** – Semi-Senior Graphic Designer | Buenos Aires | 2017–2018

Technical Skills

AI & Emerging Technology: Midjourney, Runway ML, Gemini, Claude, Weavy, Vertex AI, Firefly, Veo 3.1, Nano Banana, Kling, ElevenLabs, Suno, ComfyUI | AI Prompting, Generative AI, Prompt Engineering, AI Art Direction

Creative & Strategic: Art Direction, Visual Design, Brand Design, Design Systems, Campaign Ideation, Visual Storytelling, Set Design, Production Direction, Creative Strategy

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D, Framer

Cross-Platform: Social Media Design, Digital Campaigns, Motion Graphics, E-commerce Design, Branding Systems, Multimarket

Certifications

Prompt Design in Vertex AI – Google Cloud
Career Essentials in Generative AI – Microsoft & LinkedIn
Google AI Essentials – Google
Firefly Custom Models and Services Foundations – Adobe

Competitions & Recognition

Runway Big Ad Contest – AI-generated spec ad, full creative pipeline (2026)

intl.international – Selected for international poster competition (2023)

Fernet Branca – Selected for 3D poster design competition (2019)

Languages

Spanish (Native) | **English** (Fluent) | **German** (A2)