



PRAGUE / CZ



SENIOR VISUAL DESIGNER

AI PRODUCTION SPECIALIST

Augusto Sánchez

The tools are
everywhere now.
The taste isn't.

PROFILE

I build visuals for global brands like Ogilvy, BBDO, McDonald's, Adidas and Diageo. Campaigns, CGI, brand systems, key visuals. What I actually do is harder to put on a resume: I decide what's worth creating. Anyone can generate an image now. Knowing which one deserves its place, what framing, what lighting, what idea carries weight, took years and can't be taught. I use AI the way a good editor uses a red pen: not to make more, but to make sure the one that ships is the right one.

WHAT I DO

AI Production

Training a brand's own visual language into generative systems. Campaign-ready work in hours, not weeks, without losing the eye.

Visual Design & Brand Systems

Key visuals, identity and systems that survive a boardroom and still look right on a billboard.

Creative Technology

The pipelines behind the work: ComfyUI, FLUX and Vertex AI, turning taste into something that scales.

Recent experience

2024-NOW	Kingsbet Holding Senior Visual Designer & AI Pipeline Specialist Key visuals and brand systems from creative direction to production at scale. The generative pipelines are mine: brand-trained LoRA through ComfyUI, FLUX.2 Kontext and Vertex AI, turning weeks of studio work into hours without losing the brand's eye.	Prague · Hybrid
2022-2023	IDC Senior Graphic Designer Visually impactful design strategies reinforcing brand presence across digital and print, collaborating with cross-functional teams globally.	Prague
2020-2022	Getberg Real Estate Senior Graphic Designer Design solutions for real estate products, with functional design systems built for distinct audiences across digital and print.	Prague
2016-2017	RGS Global Marketing Art Director Shopper-marketing and POP systems for retail brands. End-to-end art direction from concept to final print.	Mexico City
2009-2018	The Forge Agency background Where the eye was trained: print, motion and CGI fundamentals, long before the tools learned to keep up.	BBDO · Ogilvy · McCann

TIMELINE

09-12	The Craft Foundation · McCann, Ogilvy
13-18	Motion & CGI · After Effects, C4D
19-22	Scalable Digital Systems · Figma, UI/UX
24-Now	AI Production Systems · ComfyUI, FLUX

EDUCATION

'25	Generative AI Multimodal · NVIDIA
'21	Adobe Certified Professional
'15	Digital Postproduction · Grisart, Barcelona
'10	Marketing & Advertising · J.T. Lozano, Bogotá