



Laura Aires C.

CREATIVE DIRECTOR

Digital Design & AI Production
Photography
UI Designer
airescreative.com

CONTACT

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TOOLS

Design & Motion
Photoshop, Illustrator, After Effects,
Premiere, Lightroom

Product & UX

Figma, Adobe XD, Sketch

AI & Generative Production

High impact imagery and video,
node based workflows and conversational
models integrated into the creative
strategy.

Senior graphic designer and creative director with a strong background in branding and digital design, leading the integration of generative AI throughout the production workflow.

EXPERIENCE

2025 / Present	Lead Designer Backbone Technology Bogotá	Led the development, delivery, and rollout of visual systems across company brands, from visual strategy through final production. Generative AI integrated into design, content, and video.
2021—2025	Creative Director Asisomos Agency Bogotá	Led the design team. Designed websites, social media graphics and video. Developed brand identities and full campaign systems.
2018—2021	UI Designer / Graphic Designer Backbone Technology Bogotá	Designed websites and supported UX processes. Created social media graphics, GIFs, and video. Brand development and photo retouching.
2016—2018	UI Designer / Graphic Designer Kromáticos Design Caracas	Site and landing page design. Visual campaigns for multiple clients. Brand development, animation, and audiovisual production.
2015—2017	Graphic Designer Atomic Lab · Tecnobit Bogotá & Caracas	Created all graphic content for social media, product sales templates, landing pages, and brand identities.
2013—2015	Graphic Designer / Multimedia Imvinet Caracas	Created animations, graphics, and templates for digital signage.
2011—2013	Post Production Artist / Graphic Designer La Granja de Render Caracas	Video and commercial post production. TV animation packages for motorsport teams, event photography, and ATL campaigns.

EDUCATION

Founderz Online AI Program for Creatives	2025
Avecofa Diploma in Photographic Arts	2015—2016
Colegio U. Monseñor de Talavera Technical Degree in Graphic Design	2007—2010