

CARLOS GARAVITO

FOUNDING PRODUCT DESIGNER | AI-NATIVE PRODUCT SYSTEMS | DESIGN + CODE

Toronto, Canada | 416-356-9035 | carlos@carlosgaravito.com | linkedin.com/in/carlosgaravito | carlosgaravito.com

PROFILE

Designer, product thinker and AI builder with 20+ years creating digital experiences, leading multidisciplinary teams and turning emerging technology into practical systems. Works across problem framing, UX, interaction, prototyping, design systems, AI workflows and implementation, using coding agents to shorten the distance between design decisions and working software. Brings senior creative judgment, hands-on making and the ability to align founders, product, engineering and design around what to build and why.

ROLE FIT

PRODUCT OWNERSHIP

Frames ambiguous problems into requirements, flows, prototypes, implementation criteria and outcomes.

AI-NATIVE SYSTEMS

Builds reusable prompt/context architectures, agentic workflows, operating rules, governance and human-review gates.

CONVERSATIONAL UX

Led experience strategy, UI/UX and conversation design for AI/ML-powered voice assistants.

DESIGN IN CODE

Uses AI coding agents, Next.js workflows, GitHub and Vercel to move from design intent to working browser experiences.

DESIGN SYSTEMS

Creates reusable tokens, components, interaction rules, responsive standards and implementation guidance.

CROSS-FUNCTIONAL

Works with founders, executives, engineers, product leaders, strategists, designers and production teams.

SELECTED RELEVANT EXPERIENCE

CommandAlpha Studios | Founder & Executive Director, AI Strategy | 2022 - Present | Toronto

Applied AI strategy, product experimentation and production-systems practice.

- Lead discovery with founders and executive teams to identify priority workflows, constraints, adoption barriers and measurable opportunities.
- Design multimodal AI systems across language, image, video and voice, including prompt/context architecture, knowledge systems, rapid prototypes, automation and human review.
- Build working digital prototypes and application experiences with AI coding agents, translating product and design decisions into browser-based software for testing and iteration.
- Created ENGINE_v1.0, a governed generative production architecture spanning brief, brand system, creative direction, generation, variation, QA, approval, measurement and learning.
- Created cgOS, a governed digital identity and experience system with semantic design tokens, reusable components, responsive standards, interaction rules and implementation guidance.

ASTOUND | Director, Creative Innovation | Oct 2025 - Feb 2026 | Toronto

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

- Conceived the Exhibit Design Engine, an AI-assisted system transforming structured briefs, spatial constraints and reference assets into configurable experiential design directions.
- Reduced a client RFP response workflow from approximately three weeks to 24 hours through AI-enabled process redesign.
- Defined workflow logic, product features, model considerations and human-review checkpoints with design, digital and production stakeholders.
- Evaluated 30+ AI platforms; developed reusable prompt/workflow standards; trained 20+ multidisciplinary creatives.

VML / VMLY&R | VP, Executive Creative Director, Ford Canada | Mar 2021 - Jun 2022 | Toronto

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

- Led multidisciplinary teams across Toronto, Montreal and Vancouver and aligned creative, strategy, media, production and client stakeholders around complex programs.
- Directed digital and emerging-platform work spanning social, AR/VR and technology-enabled brand experiences.
- Balanced brand-system consistency with channel, audience and market requirements across a large national account.

conversationHEALTH | VP, Chief Experience Officer | Aug 2019 - May 2020 | Toronto

Experience and creative leadership for AI-powered healthcare products.

- Led experience strategy, UI/UX, conversation design and creative direction for AI/ML-powered voice assistants.
- Worked across product, engineering, medical, strategy and design to translate user and customer needs into product experiences and requirements.
- Designed natural-language interaction frameworks balancing usability, trust, compliance and business objectives.

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

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

EARLIER CREATIVE + DIGITAL LEADERSHIP

Held senior creative leadership roles across OgilvyOne, Cossette, Citizen Relations, ELVIS, The Marketing Store and T1 Agency. Led multidisciplinary work across digital, social, CRM, personalization, e-commerce, experiential and integrated production for brands including Coca-Cola, P&G, TELUS, Intel, Nissan, Infiniti, American Express, VISA and Aeroplan.

CURRENT BUILD PRACTICE

- AI + agents: ChatGPT, Codex, Claude, Claude Code, Gemini
- Product + code: Next.js, GitHub, Vercel, Supabase, browser-based prototyping and QA
- Design: Figma, Figma Weave, coded design systems, interaction and responsive systems
- Generative production: language, image, video and voice workflows; structured QA and human review
- Operating systems: prompt/context systems, reusable templates, agentic workflows, playbooks and governance

EDUCATION

MIT Professional Education | Applied Generative AI for Digital Transformation | 2024

OCAD University | Bachelor of Design, Advertising & Design

RECOGNITION

Creative work recognized by The One Show, London International Awards, New York Festivals, Communication Arts, Strategy, ADCC, CMA, ECHO and Retail Council of Canada programs. Speaker, educator and executive workshop leader on applied generative AI, creative transformation and human-centred adoption.