

JUAN CARLOS RAMOS

ART DIRECTOR · CREATIVE AI SPECIALIST

20 YEARS OF CRAFT · AI APPLIED TO PRODUCTION

PORTFOLIO

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EMAIL

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LOCATION

San José, Costa Rica · Remote

AVAILABLE FOR FREELANCE AND FULL TIME · REMOTE FROM COSTA RICA · LATAM

PROFILE

Art director with 20 years in agencies who now brings *generative AI into the entire creative workflow*: from concept to final piece, and from idea to custom tools that analyze, automate and produce.

I don't just generate images. I direct models with an art director's eye for camera, light, casting and texture, so the result never looks "made with AI". I design repeatable image, video and audio workflows, build AI web apps to read trends and organize operations, and train creative teams to adopt these tools while keeping brand standards.

WHAT SETS ME APART

01

Judgment before prompts

20 years of art direction for global brands applied to AI: on-brand, consistent, production-ready results.

02

I build the tools

Deployed web apps that analyze trends, evaluate content and automate reports. I don't just use the tools, I create them.

03

I scale it to the team

Internal training on Claude, Magnific and prompting so creative teams produce faster without losing quality.

PROFESSIONAL EXPERIENCE

CURRENT

CALLEJERO AI

Independent creative director · Applied AI and digital product

- **Radar Callejero**: public web app that scans viral trends, news, music and Google Trends every day and uses AI to turn them into actionable moments (memes, real-time marketing) for brands in Costa Rica, LatAm and global markets. Includes an AI search engine.
- **Viral potential analysis**: prototype that reads songs from YouTube or Spotify and estimates their potential on TikTok and music trends, built for a record label's catalog.
- **Management platforms** for clients (Costa Rica Philharmonic Orchestra, Grupo Arguedas, INNEXA): time tracking, projects and exportable reports connected to Google Sheets and Drive.
- **Generative AI production**: vertical video for kölbi Prepaid with a consistent character, editorial product relighting, and key visuals for music and entertainment.

kölbi · Copar Music · Costa Rica Philharmonic · Ducal

2026

Anagram AI

Art Director · Subway Latin America

- High-volume production for a multi-market brand: key visuals and adaptations for print, digital, POS and OOH, keeping brand guidelines consistent market by market.
- Art direction of AI-generated product imagery for regional launches, using structured prompts for camera, light, texture and composition.
- Presentation automation: marketing decks converted from Illustrator/PDF into editable PowerPoint through code, with brand typefaces.

Subway Latam

2022 – 2026	ONE Agency <i>Associate Art Director</i> Creative leadership with hands-on execution: key visuals, master pieces, supervision of versions and quality control before releasing files. Critique and feedback to keep the team's craft level high. Burger King · Arby's · Domino's · Juan Valdez
2020 – 2022	Garnier BBDO <i>Art Director</i> · integrated campaigns from concept to final art. Imperial · Dos Pinos
2018 – 2020	Interaction <i>Art Director</i> · digital production, UI/UX and multiplatform assets.
2014 – 2018	Publismark Mullen <i>Art Director</i> · ATL and BTL, large format and POS systems.

GENERATIVE AI

Image: key visuals, product shots and consistent characters
Video: image-to-video, transitions and vertical social content
Post-AI: relighting, upscaling, retouching and outpainting
Audio: voice, music and sound effects for pieces and pitches
Structured prompting: camera, light, casting, texture and negatives
Node-based workflows reusable for high-volume production

ANALYSIS AND AUTOMATION

Trend analysis: social, news, music and Google Trends
AI web apps built and deployed end to end
Content evaluation: viral potential and cultural relevance
Data and reporting: Google Sheets, Excel and time dashboards
Deck and asset automation with AI-assisted code
Training and AI adoption for creative teams

TOOLS

AI

Claude	Magnific	Nano Banana	Higgsfield	Magnific Spaces	Claude Cowork
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PRODUCT AND DATA

Netlify	Next.js	Supabase	Google Sheets	Google Workspace	Excel	PowerPoint
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DESIGN AND PRODUCTION

Illustrator	Photoshop	InDesign	After Effects	Acrobat	Lightroom	Procreate	3D
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BRANDS I'VE WORKED WITH

Subway	Burger King	Arby's	Domino's	Juan Valdez	Imperial	Dos Pinos	kölb	Auto Mercado
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Large format and live events: Bad Bunny · Marc Anthony · Luis Miguel · The Smashing Pumpkins · Manuel Turizo · Adal Ramones

INTERNATIONAL AWARDS

Cannes Lions	Clio Awards	El Ojo de Iberoamérica	WINA	Festival Antigua, Guatemala	Festival Volcanes
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EDUCATION

Bachelor's in Advertising
Focus on Creativity and Production

LANGUAGES

SPANISH
Native
ENGLISH
Intermediate, conversational

AVAILABILITY

Freelance and full time. Remote from Costa Rica, working across LatAm time zones.