

# Lucia Sajon

Designer · Generative AI Creative

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Buenos Aires, Argentina

## Profile

Multidisciplinary designer specializing in digital products, motion, and AI-driven content. I craft clean, engaging visuals that balance creativity with strategy.

## Experience

### Generative AI Creative & Design Lead · CreatorKit

June 2021 - Present

Lead end-to-end design for AI-powered tools that help brands create scalable, high-converting content—from avatar videos to product photography.

- Led the design and launch of AI Avatar Videos & AI Clones, creating hyperrealistic avatars with advanced lipsync used in top-performing UGC ads.
- Designed and developed the CreatorKit website in Webflow, crafting a clean, responsive layout; integrated custom code for smooth, on-brand animations and interactive elements, and implemented SEO best practices to boost performance and discoverability
- Produced launch videos and visual assets featured on Product Hunt, driving awareness and adoption.
- Led avatar creation for AI Santa, a viral holiday tool enabling users to generate personalized festive videos using generative AI.
- Built a library of 300+ prompt-based templates and trained consistent visual styles for AI Product Photos, helping users create polished images in under 60 seconds.
- Designed and launched a searchable prompt directory in Webflow, optimizing UX for browsing and template discovery.

### Senior Designer · PwC Argentina Acceleration Center

Sept 2019 - May 2021

Provided visual design support to internal teams and international clients, creating branded assets for business development and corporate communications.

- Designed presentations, proposals, reports, and digital event materials for teams across the US and Europe.
- Collaborated with cross-functional teams to ensure brand consistency while adapting content for regional audiences
- Delivered high-quality design under tight deadlines in a fast-paced, global environment
- Contributed to client-facing materials that supported strategic initiatives and business growth efforts

### Designer · PwC Argentina

Aug 2016 - Aug 2019

Created a wide range of brand-aligned materials, including flyers, newsletters, presentations, banners, and ads. Managed and designed social media content in collaboration with the communications and marketing team to ensure a cohesive digital presence.

## Portfolio

→ [Dibbble](#)

→ [Linkedin](#)

## Languages

English (Fluent)

Spanish (Native)

## Tools/Technologies

Figma

Webflow

Photoshop

Illustrator

After Effects

Chat GPT

Veo3

Runway

SyncLabs

Midjourney

HTML5

CSS3

JS

## Skills

Problem Solver

Creative

Organized

Flexible

## Education

### Bachelor's Degree in Graphic Design

2018 · Universidad de Palermo, Argentina

## Courses

### Webflow Developer

2023 · Webflow University

### Adobe After Effects

2022 · Udemy

### SEO Certification

2021 · Coderhouse