



Sergio Cardona

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Creative Technologist · AI Design Lead

PROFILE

Creative technologist with roots in CPG packaging and a self-taught path into 3D. I design the AI workflows, prompt systems and tools behind commercial films and product imagery, train the teams who use them, and create work of my own, with photoreal accuracy and brand control at the center.

EXPERIENCE

Mod Op	APR 2024 – PRESENT
Creative Technologist · AI Design Lead, AI Content Studio	
- Lead AI-enabled production for film, product imagery, packaging and social, for brands including Skechers, Duracell, Kia, New York Life and Black Box Wines. - Designed and vibe-coded Loom, a node-based editing platform that links generative models with Photoshop, After Effects and Blender. - Created the prompt-engineering workflow behind Skechers' AI campaign scenes, trained the team in node-based editing and prompting, and supported them through troubleshooting. - Matched East East's original photo shoot through prompt engineering, opening an ongoing partnership as digital photographer for Dermstore, including its holiday campaign. - Build multi-SKU product-image systems that keep labels, logos, proportions and materials accurate at scale.	
LAM Design	MAY 2017 – APR 2024
Associate Art Director	
CBX	OCT 2010 – MAY 2017
Senior Designer	
Cornerstone Strategic Branding	2006 – OCT 2010
Junior Designer	
Sunbuzz	SEP 2025 – PRESENT
Partner & Original Founder, Brand & Creative	
Created and manage the brand look and feel for a new generation of ready-to-pour THC cocktails, across packaging, flavors, formats and social.	
Alc-A-Chino	COMPLETED VENTURE
Partner & Original Founder, Brand & Creative	

EDUCATION

Fashion Institute of Technology (FIT)	2006
Bachelor's degree, Packaging Design	

EXPERTISE

AI production	3D & finishing	Brand & leadership
Prompt engineering	Blender	Packaging & brand design
Node-based workflows	Photoshop compositing & retouching	Art direction
Generative image & video	After Effects	Team training
AI product photography	Photoreal rendering	Workflow design
Digital twins	Packaging mockups	Creative tooling & vibe-coding