ANA CHACÓN



Creative AI Generalist · Art Director

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Portfolio: www.annaongella.com

Art director and multidisciplinary visual creative with 20+ years of experience in brand identity, packaging, editorial design and product photography. Combines creative production expertise with AI image and video workflows to develop distinctive visual concepts, from initial direction to finished assets.

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01 / RECENT EXPERIENCE

Creative AI Generalist

Self-employed | Feb 2025 - Present

- Develop AI-generated imagery and video concepts for beauty, skincare and consumer products, including self-initiated campaigns and UGC-style spec ads.
- Build and refine prompts to explore model diversity, product compositions, lighting and visual consistency across a series.
- Use 3D camera references to guide AI video generation; edit generated footage into finished sequences.
- Combine graphic design, product photography and AI experimentation across brand and personal portfolio projects.

Art Director | Creative Project Manager

Cosswiss International · Zürich, Switzerland | Dec 2021 - Sep 2023

- Led creative production across concept development, design, copywriting, photography and asset management.
- Managed concurrent projects, creative teams, budgets and schedules, coordinating client presentations and production updates.
- Directed packaging design from concept to execution, including supplier coordination, samples and primary and secondary packaging orders.
- Reviewed creative and production output for brand consistency, quality and applicable packaging requirements.

Visual Communication Manager

1105 Studio · Madrid, Spain | Oct 2016 - Dec 2021

- Created brand identities, packaging, editorial layouts and visual assets for print, digital, social and video.
- Directed and photographed cosmetic products, developing compositions with studio lighting and creative props.
- Managed shoot budgets, schedules and pre- and post-production, collaborating with clients and production partners.

02 / EARLIER EXPERIENCE

Art Department Coordinator

Heber Farma Lab · Madrid, Spain | Jul 2010 - Sep 2016

- Developed cosmetic packaging from concept to production and created brochures, catalogues and other marketing materials.
- Managed website imagery, photography and retouching while maintaining brand consistency and production quality.

Senior Graphic Designer

Red Line Agency · Madrid, Spain | May 2008 - Feb 2010

- Led creative direction and layouts for a multilingual gastronomy magazine, coordinating designers, photographers and retouching.
- Produced marketing materials, visual merchandising and exhibition graphics across concurrent projects.

Art Director

Blitz Magazine · Caracas, Venezuela | Aug 2006 - Feb 2008

- Directed fashion magazine layouts and photoshoots, coordinating photographers, image selection, retouching and final visual quality.

Earlier roles · 2004 - 2006

Professor, Nueva Esparta University · Graphic Designer, Blitz Magazine
Caracas, Venezuela

03 / EDUCATION

Master's Degree in Product Photography
TooManyFlash School · Madrid, Spain · 2018

Master's Degree in Digital Postproduction
WorkShop Experience · Madrid, Spain · 2013

Bachelor's Degree in Graphic Design
Nueva Esparta University · Caracas, Venezuela · 2004

04 / EXPERTISE & TOOLS

Creative: Art direction · Brand identity · Packaging design · Product photography · Editorial design · Creative project management · AI imagery & video

TOOLS
Adobe Creative Suite · Higgsfield · Figma Weave · ChatGPT · Claude

05 / LANGUAGES & RECOGNITION

Languages: Spanish (native) · English (C1) · Italian (B1) · German: B1 — currently improving

Awards: Top 50, SPC Photo Awards · Zürich, 2021
First Prize, Advertising Photography, The Yellow Awards · Madrid, 2019 & 2018