+34 672 366 961
mf.arezzo@gmail.com
Barcelona
linkedin.com/in/florencia-arezzo
florenciaarezzo.com

FLORENCIA AREZZO

LEAD AI DESIGNER



PROFESSIONAL SUMMARY

Lead AI Designer at the intersection of design and AI, turning creative direction into scalable, brand-consistent visuals. Combines generative AI, custom tooling and a fashion and 3D design background to make creative production faster, leaner and easier to scale.

SKILLS

Gemini · Custom GPTs · ComfyUI · Magnific · Claude Code · Vibe Coding · Figma · Adobe Illustrator · Adobe Photoshop · After Effects · CLO 3D · Blender · Adobe Substance · Rhino 3D / Grasshopper · Unreal Engine · Unity · Vizoo · GitLab

LANGUAGES

Spanish | Native

English | Advanced

COLLABORATIONS

- Mango
- Primark
- Teresa Helbig
- Converse
- Iris Van Herpen
- Ready Player Me
- Maybelline New York

AWARDS

- Honorable Mention, RO Plastic Prize 2020 (Conscious Innovation Project category), Milano Fashion Week 2021

EXPERIENCE

LEAD AI DESIGNER — Oct 2025 – Present
Cimpress Open · Barcelona (remote)
- Lead AI creative production and automation for Amazon listing visuals across EU and US markets.
- Design and build AI-powered systems, from web applications to API integrations that automate product launches and deliver creatives 25x faster.
- Direct AI-generated images and videos with ComfyUI and Magnific, cutting video production costs by 95% while keeping visuals on-brand.

SENIOR AI DESIGNER — Apr 2025 – Present
Freelance · Barcelona
- Replaced manual 3D modeling for a China-based supplier with custom GPTs and Tripo AI workflows, cutting accessory model creation time by 90% and enabling designs to ship with ready 3D models.
- Consult fashion brands on AI-driven design workflows, training teams to use generative tools from concept to final assets.

3D / AI FASHION DESIGN LECTURER — Jan 2024 – Apr 2025
LCI Education & IED Istituto Europeo di Design · Barcelona
- Taught CLO 3D, Midjourney, Adobe Substance and AI tools for digital fashion design.
- Mentored students in 3D/AI workflows, visual identity and creative direction.

SENIOR 3D ARTIST — Jun 2023 – Jun 2025
Union Avatars · Barcelona
- Led 3D design and creative direction for game-ready avatars and virtual props, integrating CLO 3D, Blender, Substance and GenAI workflows.
- Optimized real-time assets for VR and interactive platforms; developed PBR textures and managed production assets in GitLab.
- Integrated AI tools into internal and external projects (ComfyUI, Midjourney, Runway, Stable Diffusion).

3D APPAREL DESIGNER — Nov 2021 – Jun 2023
Upwork (Freelance) · Barcelona
- Designed digital garments in CLO 3D, with PBR materials, WebGL/AR/VR assets, renders and animations for e-commerce and marketing clients.

3D APPAREL & FOOTWEAR DESIGNER — Feb 2020 – Nov 2021
Noumena Design & Tech Studio · Barcelona
- Designed garments and footwear with brands using CLO 3D, fabric simulation and 3D printing; created parametric 3D-printed components in Rhino / Grasshopper.

EDUCATION

Master in Design, Technology and Innovation in Fashion — Jan 2020
BAU — Barcelona

Textile Printing Course — Jan 2017
EADI Moda — Barcelona

Bachelor's Degree in Textile and Fashion Design — Jan 2015
Morón University — Córdoba