



DAVID BARONA

GEN.AI CREATIVE CONTENT DIRECTOR

📞 813 300 1813

✉️ davichobarona@gmail.com

📍 Denver, Colorado.

EXPERIENCE

GenAI Art Director

Snapchat. Denver, Colorado | Remote **2023 - Present**

External AI artist creative direction. Prompt enhancement, aesthetic improvement through proprietary trigger-token CLIP process. Creative concepts, prompt guidance and best practice training. AI model QA testing and validation. External AI artist onboarding, training and content curation.

GenAI Creative Consultant

Freelance. Denver, Colorado **2022 - 2023**

Training agency leadership and creative teams to select and apply GenAI tools into their daily workflow and personal lives. Custom learning programs, creative AI tool stacking and prompt training.

VP of Sales

Mile High Labs. Broomfield, Colorado **2018 - 2022**

B2B sales channel growth to \$5M/month peak. \$25M+ sales revenue. Catalyst to Series A and B of \$100M outside capital raise to acquisition by Patrón Tequila parent.

Creative Director

Kwippo Inc. Denver, Colorado **2014 - 2018**

\$5M+ in VC funding. 3000+ animated GIFs for Mobile and Social. High-level relationship management. Media partners: **Authentic Brands Group, Fox Studios, South Park, MGM Studios, Susan G. Komen Foundation, The Humane Society**

Associate Art Director

Genesis. Denver, Colorado **2010 - 2014**

Design Direction for Advertising & Digital: **Shimano, Pearl Izumi, Thule, Mondelez, Kraft Foods, Meijer, Brady, UMB Bank, Beaver Creek Resort, Vail Resorts, Bolder Boulder 10k**

EDUCATION

SUNY New York

AD Graphic Design
SA: ITA, CR, UY

2005 - 2007

3.8 GPA Honors

IADT - Tampa

BA Graphic Design & Communications

2007 - 2009

4.0 GPA Summa Cum Laude

ABOUT ME

Trained in Graphics, Motion, Creative Direction and Creative Writing. GenAI Content Curator & Art Director, obsessed with perfecting and teaching the art of creative prompt craft to bridge the gap between generator and generation.

Laser-focused and deeply dedicated to uncovering the most effective front-end tech, and techniques, to get the most out of any LLM and GenAI tools available.

Husband, Dad, AI Prompt Guy, Photoshop Pirate, Pen Tool Hero, Beatkeeper, Mountain-Man Wannabe, GIFster, Wayfarer, Story-Teller, Flan Connoisseur, Font Book-Worm, Tree Hugger, Aventurero, Judoka, Caleño

www.davichobarona.com

EXPERTISE

- Research + Ideation + Execution
- Graphic Design & Presentation
- Image Manipulation & Animation
- Content Direction & Production
- GenAI Workflow Optimization

SKILLS

GenAI Creative & Art Direction
 GenAI Image & Video Manipulation
 GenAI Asset Generation
 AI-Powered VFX + Animation
 GenAI Custom Tool Stacking
 Zero & Few-shot learning
 Creative AI Workflows
 Tutorials and Training