

# GIO SEBASTIAN

GRAPHIC DESIGNER AND BRANDING SPECIALIST

Los Angeles, CA 90016

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## PROFESSIONAL SUMMARY

Los Angeles-based Designer and Creative Director with over 20 years of experience working across branding, product design, and visual storytelling. Brings a practical, hands-on perspective shaped by long-term collaboration with established brands, emerging companies, and individual founders. Experienced operating within fast-paced production and entertainment environments, balancing creative direction with execution to deliver thoughtful, creative design solutions.

## WORK EXPERIENCE

### ● BlkLyst – Los Angeles

*Founder & Lead Designer* 2016 – Present

I founded Blklyst, a private design studio focused on human-centered, immersion-driven brand and design work, emphasizing clarity, restraint, and adaptive design aesthetics.

I design and build brand identities, visual systems, and creative foundations in close partnership with clients, aligning creative decisions with narrative intent and business goals.

I remain hands-on across all phases of the design process, leading concept development, strategic direction, and execution through production.

I develop cohesive brand systems across digital, print, and physical touchpoints, ensuring consistency, craft, and integrity across all applications.

I work within fast-paced film, television, music video, and commercial production environments, collaborating closely with creative teams, producers, and stakeholders.

## PROFESSIONAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Web Design & WordPress

Generative AI

AI Digital Artist

AI Photo & Video

Photography

Video Editing

## CORE SERVICES & EXPERTISE

### ● Branding & Visual Identity

**Product & Packaging Design**

**Creative Direction**

**Entertainment & Production**

**Prop Master / Art Department**

**Editorial & Print Design**

### ● Digital & Web Services

**Brand Consulting**

**Design Services (Retainer)**

## DIVERSE CLIENTELE

● Playboy, Le Bon Argent Champagne, Disney, CBS, Sony, 20th Century Fox, EZMNY Records, Tubi, Missguided, TMT (Floyd Mayweather Jr.), Singer "Ty Dollar \$ign", Startups and early-stage brands, Independent artists and filmmakers, Wellness and self-help initiatives