

GIO SEBASTIAN LISA

Graphic Designer | Brand Designer | Creative Director | AI Digital Artist
Los Angeles, CA | +1 213 379 5003 | GioSebastian@gmail.com | Portfolio: blklyst.com



PROFESSIONAL SUMMARY

Los Angeles-based Graphic Designer, Brand Designer, Chief Creative Officer, and AI-driven visual storyteller with 20+ years of hands-on experience across brand identity, CPG and product packaging, retail and in-store assets, digital campaigns, editorial design, social content, entertainment graphics, AI video creation, post-production, and production-ready artwork. Senior in-house and founder-level creative leader with experience as Head of Design for Le Bon Argent / Good Money LLC, in-house design support for the Playboy brand / products. Strong executional skills in Adobe Creative Suite, Microsoft Office, layout, typography, color, visual storytelling, AI-assisted concepting, AI image-to-video workflows, LoRA training, model testing, mockups, production handoff, and cross-functional creative collaboration.

CORE PROFICIENCIES

- Brand identity and visual systems
- Packaging, product, and CPG design
- Retail, in-store, POS, and campaign assets
- Layout, typography, color theory, visual storytelling
- Production-ready print and digital artwork
- Moodboards, concepting, sketching, and visual research
- Creative direction and art direction support
- Film, video, commercial, and production support
- Figma, Microsoft PowerPoint, pitch decks, presentations
- AI video tools: Runway, Google Veo, Kling, Seedance, Sora, LTX
- AI/model workflows: Stable Diffusion, ComfyUI, Flux, Qwen, WAN, LoRA training
- Fast-paced agency, in-house, entertainment, and consumer forward environments

PROFESSIONAL EXPERIENCE

BLKLYST - Los Angeles, CA | Founder / Chief Creative Officer (CCO) / Lead Designer | 2016 - Present

- Serves as creative and design leader for BLKLYST, a private design studio focused on brand identity, product and packaging design, campaign visuals, digital assets, editorial design, AI-assisted creative workflows, AI video development, and creative direction.
- Leads concept development, design strategy, visual systems, client presentations, production graphics, social content, image-to-video exploration, edit-ready visual assets, and final delivery across digital, print, product, packaging, web, and entertainment touchpoints.
- Collaborates with founders, marketing leads, copywriters, producers, vendors, and production teams to translate creative direction, story, and business goals into cohesive, production-ready design and visual content.

Good Money LLC - Los Angeles, CA | In-House Head of Design | 2023 - 2026

- Led in-house design for Le Bon Argent Champagne and Good Money Whisky, developing premium CPG brand identity, packaging direction, product storytelling, presentation systems, marketing collateral, launch-ready visual assets, and AI-assisted campaign exploration.
- Built brand-consistent layouts, mockups, packaging concepts, retail-facing graphics, pitch decks, and campaign visuals for a nightlife, entertainment, and celebrity-backed brand.
- Partnered with stakeholders and production partners to maintain visual consistency, prepare files to spec, support product and retail needs, and keep design execution aligned across brand touchpoints.

Playboy Brand / Product Lines - In-House Graphic Designer / Creative Design Lead | 2012 - 2016

- Worked in-house with the Playboy brand across multiple product lines and lifestyle categories, including apparel, packaging, product concepts, marketing visuals, licensed assets, and brand collateral.
- Created and adapted brand-consistent graphics for retail-facing materials, product presentations, packaging systems, campaign support, and production-ready artwork in a fast-moving consumer/lifestyle brand environment.
- Collaborated with internal stakeholders and external partners to execute creative direction, maintain brand standards, and support cross-functional product, marketing, and licensing needs.

SELECTED CLIENTS, CREDITS, AND COLLABORATIONS

Playboy | Le Bon Argent Champagne | Disney | CBS | Sony | 20th Century Fox | EZMNY Records | Tubi | Missguided | TMT / Floyd Mayweather Jr. | Ty Dolla Sign | Independent filmmakers | Artists | Startups | Fashion, lifestyle, entertainment, and CPG-adjacent brands

RELEVANT PROJECT EXPERIENCE

- Playboy brand and product ecosystem: Supported apparel, product concepts, packaging, lifestyle goods, licensed brand assets, presentation materials, and brand expansion initiatives, with select creative work appearing in Playboy Magazine.
- Le Bon Argent Champagne: Led identity, packaging direction, premium product visuals, presentation design, and entertainment/nightlife-oriented brand storytelling.
- Entertainment and production design: Created prop graphics, editorial-style pieces, visual research, social/marketing assets, and production materials for film, television, music video, commercial, and artist-led projects.
- AI video and visual development: Produced AI-supported concept visuals, image-to-video explorations, mood films, campaign look development, image enhancement, retouching, compositing, editing support, and post-production assets using tools such as Runway, Veo, Kling, Seedance, Sora, Firefly, WAN/Wan2GP, LTX, Stable Diffusion, ComfyUI, Flux, Qwen, and LoRA workflows.

TECHNICAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Creative Suite | Figma-based design | Microsoft Office | Microsoft PowerPoint | Microsoft Word | Microsoft Excel | Google Workspace | ChatGPT | Midjourney | Stable Diffusion | ComfyUI | Flux | Qwen | LoRA Training | Runway | Google Veo | Kling | Seedance | Sora | Firefly | WAN / Wan2GP | LTX | Generative AI | AI Digital Art | AI Image Generation | AI Video Generation | Image-to-Video Workflows | AI Video Workflows | AI Photo Editing | AI Retouching | Image Compositing | Photo Manipulation | Photography | Video Editing | Post-Production | Visual Research | Moodboards | Brand Identity | Logo Design | Typography | Layout Design | Packaging Design | Print Design | Editorial Design | Web Design | WordPress | Presentation Design | Pitch Decks | Social Media Assets | Campaign Graphics | Product Mockups | Retail Assets | In-Store Graphics | Art Department Graphics | Production-Ready Artwork | Prepress File Prep

PROFESSIONAL DEVELOPMENT AND APPLIED TRAINING

Ongoing applied training through 20+ years of real-world work experience, senior in-house brand/product design, Presentation workflows, print production, packaging systems, AI-assisted creative workflows, LoRA training, AI image and video generation, video editing, post-production, and fast-paced cross-functional creative environments.

PROFESSIONAL FOCUS

Brand design, visual identity systems, CPG packaging, retail and in-store graphics, apparel and merchandise design, campaign development, social media content, digital advertising, marketing collateral, presentation design, pitch decks, e-commerce creative, photo retouching, image compositing, video production, AI video creation, motion graphics support, AI-assisted creative workflows, entertainment graphics, production-ready artwork, and cross-platform visual storytelling.