CREATIVE DIRECTOR
TOOL BUILDER
SYSTEMS THINKER

AXEL GIMENEZ

Motion Design / AI-Powered Tools / Video Production

WHAT I DO

I MAKE CREATIVE THAT PERFORMS

CRAFT THAT SCALES

I design motion systems, tools, and creative workflows that scale without sacrificing craft.

By blending storytelling, product thinking, and AI-driven production, I help brands communicate with clarity and meaningful impact.

WHAT I DO

ONE POINT OF VIEW BUILT FROM THREE DISCIPLINES

MOTION & VIDEO

End-to-end production, from concept through delivery.

One-man-band or lead broadcast-level shoots.

Motion graphics, product UI animation, demo creation, and feature storytelling.

DESIGN & DIRECTION

Creative direction with craft fluency.

Design motion systems, digital products, and experiences.

Present and sell work, manage timelines, and partner directly with clients and stakeholders.

TOOLS & AI

I build what doesn't exist yet.

Develop After Effects plugins, social listening tools, Gen-AI pipelines.

Create systems that keep humans in the loop while unlocking new creative possibilities.

HOW I WORK
SYSTEMS THINKER
MAKER
COLLABORATOR

CREATIVE DIRECTOR WHO EXECUTES LIKE A SPECIALIST

Translate business goals into scalable creative frameworks.

Partner directly with product, engineering, and marketing.

Build systems teams can actually use.

Present work and manage expectations with senior stakeholders.

Mentor designers and elevate craft.

I'm most valuable when the problem is complex and needs someone who can hold both the big picture and the details.

RESULTS

WORK THAT PROVES SYSTEMS-DRIVEN CREATIVE DELIVERS MEASURABLE OUTCOMES

300,000

HEADCOUNT

300,000 voter registrations in three weeks. Celebrity-driven social campaign for Headcount. LEDE brought me in to create animated social content for their celebrity clients; posts that converted followers into action.

2%

DANONE
ONE PLANET. ONE HEALTH

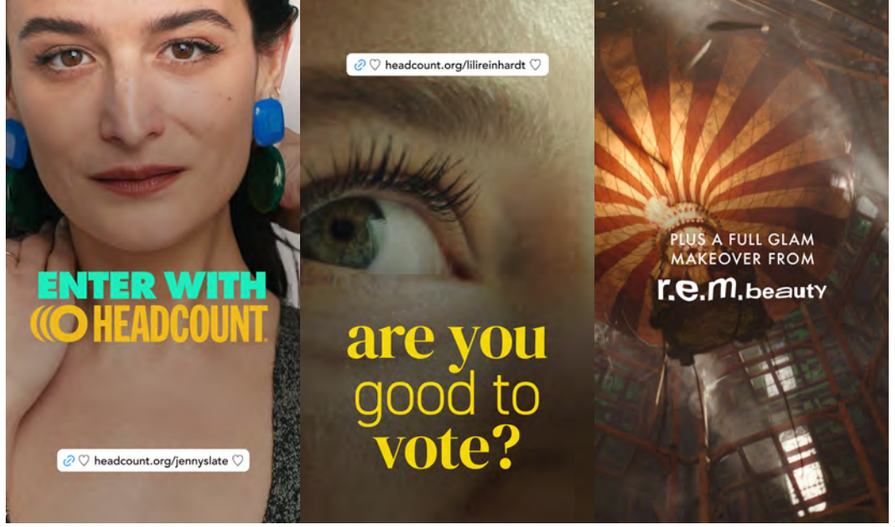
Increased B2B brand awareness by 2% for Danone in one year. Full-service creative for their North American business.

4 YEARS

amazon

Over four years, I modernized Amazon Pay's brand identity across B2B and B2C, building motion systems and campaign assets at scale.

CASE STUDY
HEADCOUNT



THE CHALLENGE

Headcount partnered with LEDE to turn celebrity social audiences into registered voters before the election.

The content they had wasn't converting. LEDE brought me in last minute to fix it.

MY ROLE

For each celebrity, I had to move fast: absorb Headcount's campaign message, understand the celebrity's voice and audience, then create animated content that felt authentic to their brand while driving real action.

No templates. No system. Just rapid synthesis and execution across multiple talent on tight turnarounds.

THE RESULT

300,000 registered voters in three weeks.

The posts succeeded because they didn't feel like ads. Each one translated the campaign message into something that belonged on that celebrity's feed visually, tonally, and emotionally.

The motion stopped the scroll. The message landed. The audience acted.

CASE STUDY
DANONE

THE CHALLENGE

Danone is one of the largest CPG companies in the world. But in the B2B space, no one knew who they were.

Their North American team needed to build awareness on LinkedIn among retailers, distributors, investors, and partners.

MY ROLE

Full-service creative. No scripts. No polished briefs. I had to understand the science, find the human angle, and make something people would stop scrolling for.

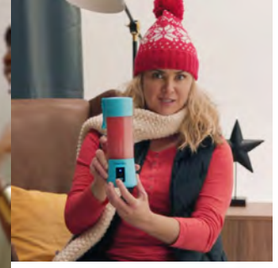
I also produced videos for their Research & Innovation team; films designed to function as sales tools, translating complex capabilities into clear, compelling stories.

THE RESULT

2% brand awareness lift in one year, measured by a third party.

For a company of Danone's scale, moving the needle at all is hard. Moving it 2% is significant.

CASE STUDY
AMAZON PAY



THE CHALLENGE

Amazon Pay's content focused on features buttons, functions, software, instead of connecting with people.

They needed a voice and a system that could work across both B2B and B2C, at scale.

MY ROLE

I worked directly with Amazon Pay's marketing team, collaborating with their in-house creative director and account leads.

My job wasn't just making content, it was convincing the brand that their imagery and voice had to shift.

I had to sell the vision before I could execute it.

THE RESULT

Redefined Amazon Pay's storytelling approach from feature-led to human-led, creating a scalable content system used across B2B and B2C for four years.

I designed evergreen assets, modular film shoots, and reusable motion systems that improved efficiency while preserving brand consistency.

By shifting the focus from product mechanics to the people who use them, the work became easier to scale, adapt, and sustain over time.

SECRET WEAPON
HYPE MACHINE

CREATIVE BACKED BY DATA

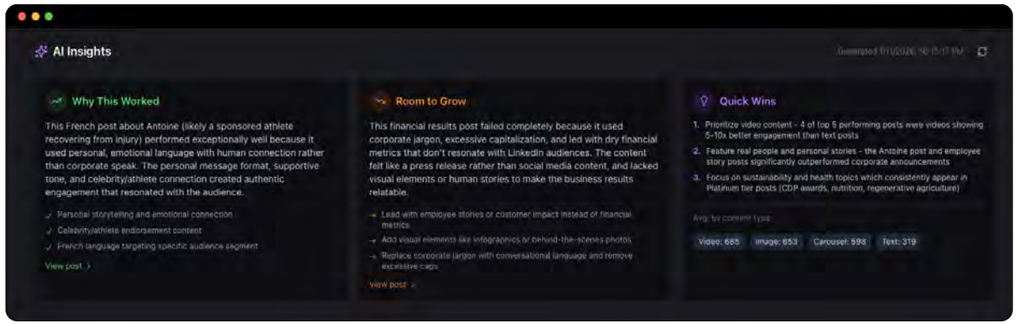
Hype Machine is a custom AI-powered listening engine I designed and built to give my clients an edge.

It's not just a dashboard.

While standard analytics look backward, I use Hype Machine to uncover real-time engagement patterns and content gaps that competitors miss.

It allows me to benchmark performance and validate creative decisions with data before we even start production.

- **Analyzes** real-time engagement patterns across platforms & competitors
- **Identifies** high-performing narrative & content structures
- **Validates** creative risks & directions with current audience data
- **Delivers** actionable recommendations tied to business goals



CAPABILITY
PROFESSIONAL GEN-AI PIPELINES

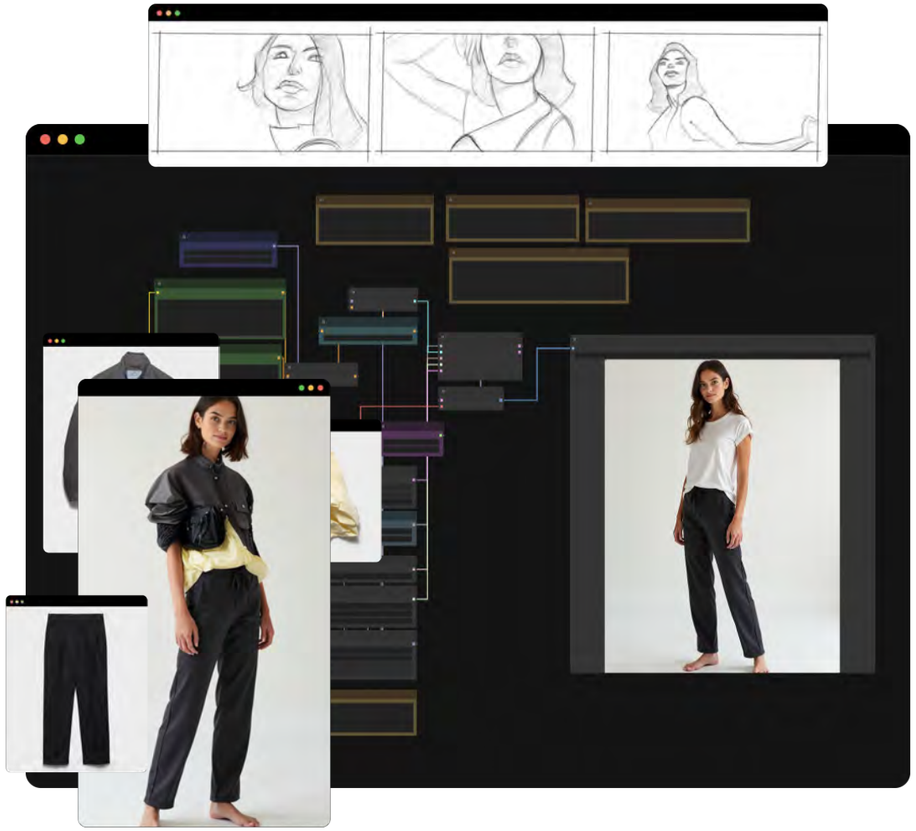
RAPID PROTOTYPING TO FINAL ASSETS WITHOUT LOSING CONTROL

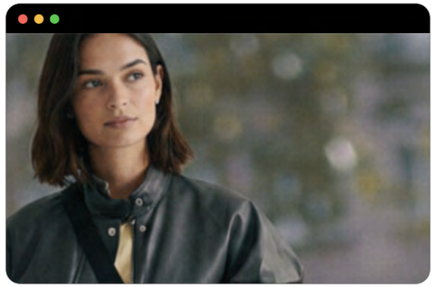
These pipelines let teams prototype faster, iterate with precision, and maintain brand consistency; something prompt-only workflows can't do.

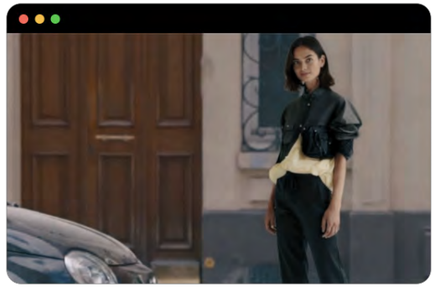
I build pipelines that prioritize editability.

By integrating Gen-AI with professional tools like After Effects and Blender, I create non-destructive workflows. This allows for specific, surgical updates to character, lighting, or composition without breaking the rest of the frame.

- **Directed AI** Using ControlNet and IPAdapter to ensure the AI follows a strict composition, not the other way around.
- **Client-Ready Iteration** The ability to change a specific asset or texture within a scene while maintaining visual consistency.
- **Production Grade** Moving beyond "prompt engineering" into a structured pipeline that respects brand guidelines and professional feedback loops.







OPERATIONAL EXCELLENCE
CUSTOM SOLUTIONS

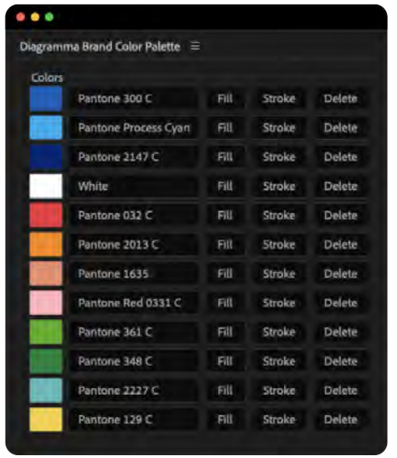
SCALABLE INFRASTRUCTURE: CUSTOM WORKFLOW TOOLS

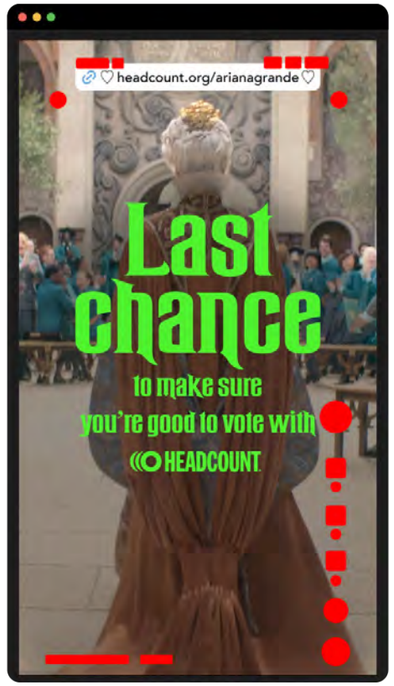
I don’t just manage creative teams; I optimize how they work. By building custom software and scripts, I remove technical friction, ensuring that designers spend their time on craft rather than repetitive manual tasks.

Color Palette Creator Eliminates accessibility guesswork by generating WCAG-compliant harmonies and contrast checks instantly.

Brand Color Manager Ensures 100% brand consistency across global teams by hard-coding approved palettes directly into the After Effects UI.

Social Safe Zones Reduces revision cycles by allowing designers to visualize platform-specific UI overlays in real-time before exporting.





STRATEGIC PARTNERSHIP

WHERE I ADD THE MOST VALUE

I am most effective when I sit at the intersection of Creative, Product, and Engineering. I don't just bridge the gap between these departments, I build the systems that unify them.

Translating Complexity When a product or platform needs a clear narrative.

Operational Scaling When creative systems need to scale without losing craft.

Humanizing Tech When AI or data needs to become understandable and human.

Hybrid Leadership When teams need someone who can both lead the room and build the work.

CONTACT

AXEL GIMENEZ

axeltg@gmail.com

310-403-8198

www.axel.works

https://www.linkedin.com/in/axelgimenez/