



JOSS López

Art Director & Generative AI Educator

15+ years of art direction for fashion, retail and lifestyle brands, now running **AI-first image and video production** and training the teams that use it.

[PARTNER]

Magnific

Kling elite

Black Forest Labs

Dreamina

Lovart

FLORA

HeyGen

[TOOLBOX]

Midjourney · Flux · Recraft
Nano Banana · Firefly
Seedance 2.5 · Kling · HeyGen
ElevenLabs · Suno · CapCut
Adobe CC · Figma
Claude · Claude Code
Magnific Spaces · APIs · MCP
HTML/CSS · WordPress

[TEACHING]

Teacher · Founderz
Generative AI Master's
Endorsed trainer · CEFIRE
Teacher training, up to 30h
Trainer · Interior Design Exp.
AI for interior designers
Speaker · Gen-IA Alicante
Events & corporate masterclasses

[LANGUAGES]

Spanish native
English professional working

[FORMATION]

Degree, Advertising & PR
Univ. de Alicante · 2005 · 2009
Masters x2 · Founderz
Disruptive Innov. & AI · Business
· 2023 · 2024
Masters x3 · Coco School
Creativity · Photography ·
Illustration · 2009 · 2013
Expert UX/UI · UX Writing Adv.
UX Learn 2018 · Mr Marcel 2021



portfolio → jossslopez.com

[SELECTED PROOF]

Node-based generation pipelines

magnific spaces

Chained image-generation workflows for product visuals, brand mockups and virtual staging:
repeatable node systems plus batch production automated with custom skills, APIs and Claude Code.

Brand systems and identity

logo · manual · mockups

Full identity programs shipped brief-to-manual: **logo systems, brand manuals and mockup suites** for international clients, AI-accelerated and print-ready.

Documented prompt systems

replicable by others

Written prompting frameworks for cinematic, hyper-real and stylized video: **shot grammar, camera language and validation criteria** others use to reproduce the quality bar.

Founderz Masterclass: Recraft + Flora

record participation

Most-participated masterclass in Founderz history: **concept, materials and live demo pipeline** built end-to-end.

[EXPERIENCE]

Generative AI Educator · Founderz · CEFIRE · Independent

2023 · now

Teacher in Founderz's Generative AI Master's, endorsed trainer for CEFIRE and Interior Design
Experience, corporate training, masterclasses and creative partnerships.

UX/UI Product Designer & Digital AD · Mediaelx

2020 · now

Brand systems, landing pages and product UI for international real-estate clients.

Graphic Designer & Art Director · Casanova Agency

2016 · 2020

Fashion & footwear product campaigns: LODI · Mayoral · Gadea Shoes · Roly · 1 de 50.

Graphic Designer & Art Director · Render Comunicación

2014 · 2016

Fashion & lifestyle accounts: Lois · Speedo · TOMS · Paredes · Chopo.

Founder & Art Director · Tentepié

2012 · 2013

Creativity Teacher · Coco School

2011 · 2013

Art Director · Garaje by McCann · BBVA Innovation · JWT Madrid

2010 · 2011

Graphic Designer · Freelance · Adman Comunicación

2008 · 2010

full record → linkedin.com/in/jossslopez