



Laura Abad Guerrero

BRAND & CREATIVE DIRECTOR

*AI-Powered
Content Systems*

I help teams turn strategy into stronger brands and smarter creative,
making workflows simpler and AI actually pay off.

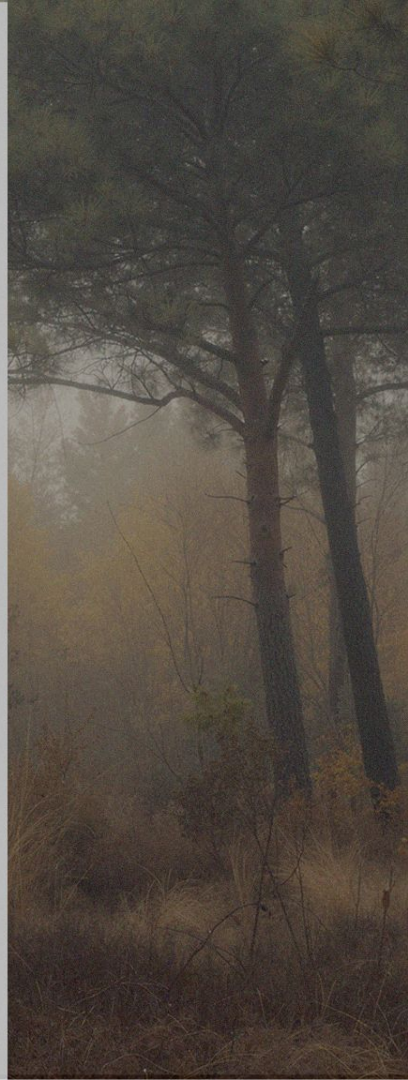
Hi, I'm Lau

I'm a Brand & Creative Director with 15+ years in marketing and a strong visual background across photography, fashion and editorial production, art direction and visual storytelling.

I work from strategy to image, creating visual systems and content that help brands become more unique, consistent and effective. My practice moves across photography, AI image and video, digital twins, post-production, social content, fashion and spatial art, choosing the medium that best serves the idea.

AI is part of the toolkit, not the concept. I use it alongside traditional visual craft to expand creative possibilities, make production more flexible and help teams move faster without flattening taste or identity.

Across commercial briefs, campaigns and experimentation, my role is ultimately the same: understand what a brand needs to turn that vision into visuals.



What I Solve for Brands

High-End Visual Storytelling

I create visual narratives with atmosphere, taste and emotional precision, blending photography, AI imagery, art direction, lifestyle, interiors and brand worldbuilding. I help brands turn aesthetic intention into memorable stories, visual systems and content that feels premium, unique and alive.

Business and Brand Strategy

I connect positioning, brand narrative, audience insight, content strategy and commercial goals to build brands with clarity, direction and momentum. From GTM thinking to e-commerce, lifecycle and growth, I turn creative ideas into structured business and brand decisions.

AI Content Systems

I design ethical, scalable AI-enabled content systems that help teams move faster without losing quality, identity or brand consistency. This includes content engines, prompt libraries, workflow design, governance, compliance-aware processes and human-led creative operations.

Creative Direction

I shape the concept, narrative, mood, visual direction and executional system behind campaigns, launches, content platforms and brand experiences. I bring together strategy, storytelling, aesthetics, tools and teams to create work that is coherent, useful and visually strong.

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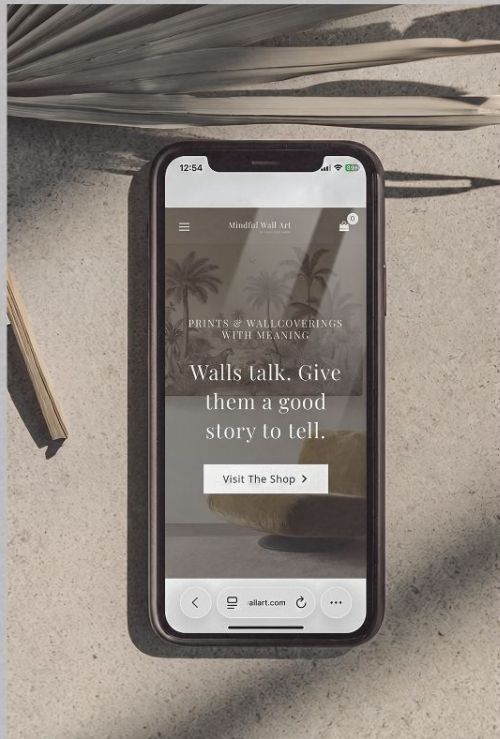
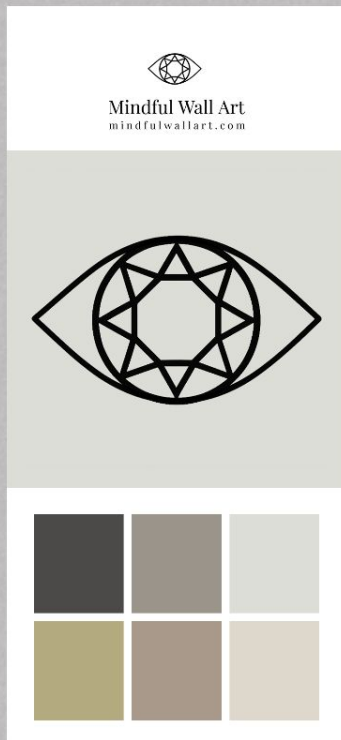
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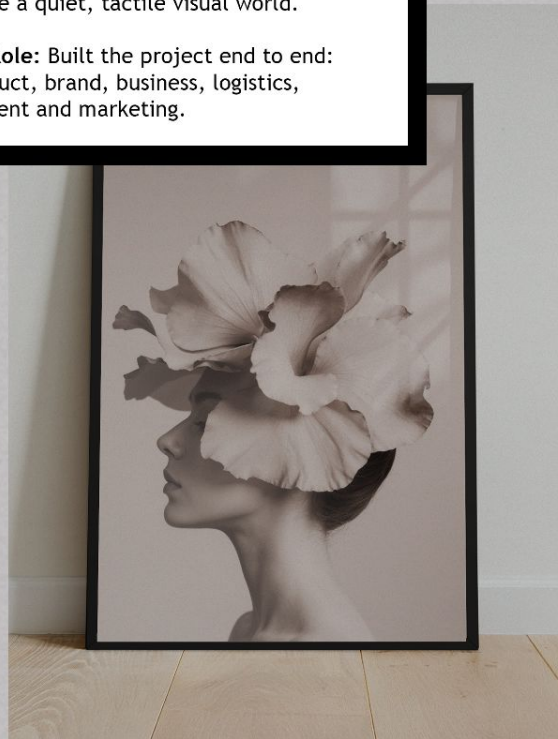
CONTACT

Brand Systems

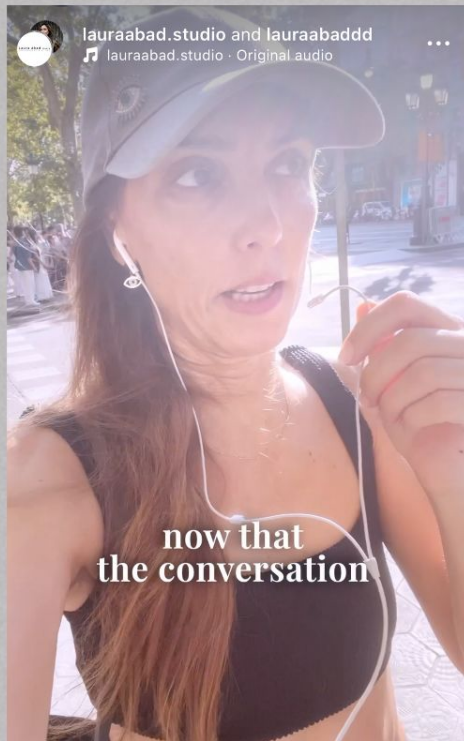
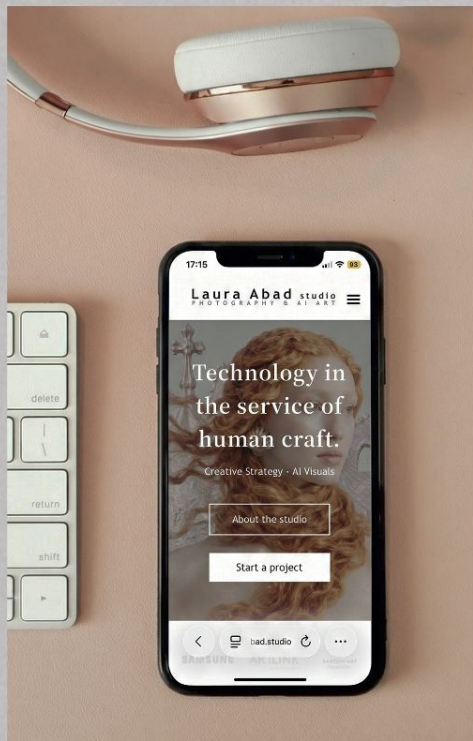


Mindful Wall Art visual direction: gentle, sensory brand designed to feel safe and calm, especially for highly sensitive people. Soft, natural textures and diffused sunlight shape a quiet, tactile visual world.

My Role: Built the project end to end: product, brand, business, logistics, content and marketing.



Brand Systems

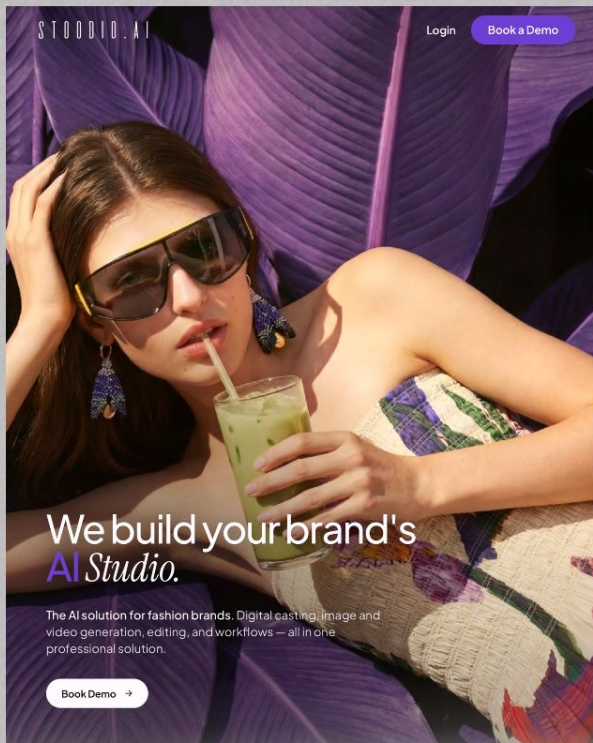


Laura Abad studio: A flexible, neutral brand system designed to let the work take the lead. Digital tools meet an analogue, tactile and human visual language, rooted in natural light, photographic realism and unfiltered content.

From talking-head reels to my AI-generated digital twin imagery, the direction stays natural, editorial and recognizably human.

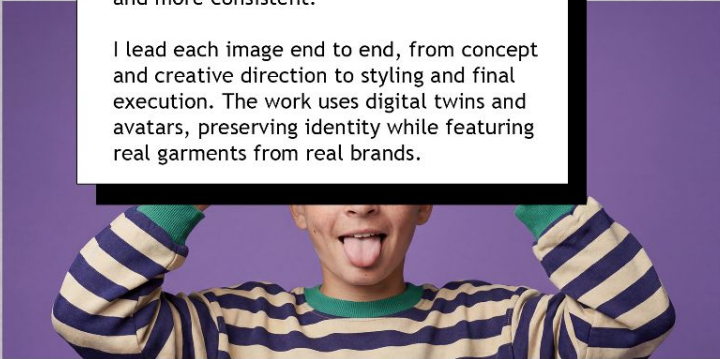


Brand Visuals



Stoodio.ai: AI-generated brand visuals created for the brand's marketing channels, aligned with its palette, tone and messaging to make communication clearer, stronger and more consistent.

I lead each image end to end, from concept and creative direction to styling and final execution. The work uses digital twins and avatars, preserving identity while featuring real garments from real brands.



Create content for *every* channel.

 Ecommerce Clean, compliant product visuals for PDP and B2B marketplaces.	 Campaign Styled visuals for brand and dealer marketing.	 Social Fast variations for reels, ads and trend content.	 Print High-resolution assets for catalogs and distributor materials.
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Brand Visuals

fairpicture

FairTalk #14

Reclaiming Ethical Fundraising in a Time of Nonprofit Cuts

Panelists:



David Girling
Associate Professor in the
School of Global Development



Brahmantyo Putra
Co-founder of Seventy Media
and Stories of U



Riani Singih
Documentary Producer
and Director



Kate Moger
Senior leader at Adesso
and Pledge for Change



Tuesday 10 June, 5pm CET
Free Registration

fairpicture



FairTalk #14

Photo: Mykolajiv, Ukraine — Katya Moskalovsk / Fairpicture

Reclaiming Ethical Fundraising in a Time of Nonprofit Cuts

10th June, 2025 | 5 pm CET

Sign up: fairpicture.org/newsletter

Fairpicture: Created branded visual content and video for Instagram and LinkedIn, working within a restrained, highly defined visual identity for a B2B audience in the nonprofit sector.

For LinkedIn Ads, I translated the brand guidelines into different visual treatments for A/B testing, maintaining consistency while testing and optimizing how the brand performed across paid content.

ed consent.

...more

Collect transparent, customised
informed consent with the
FairConsent App.



Centralise and manage all consent
documentation seamlessly on the
Fairpicture Platform.



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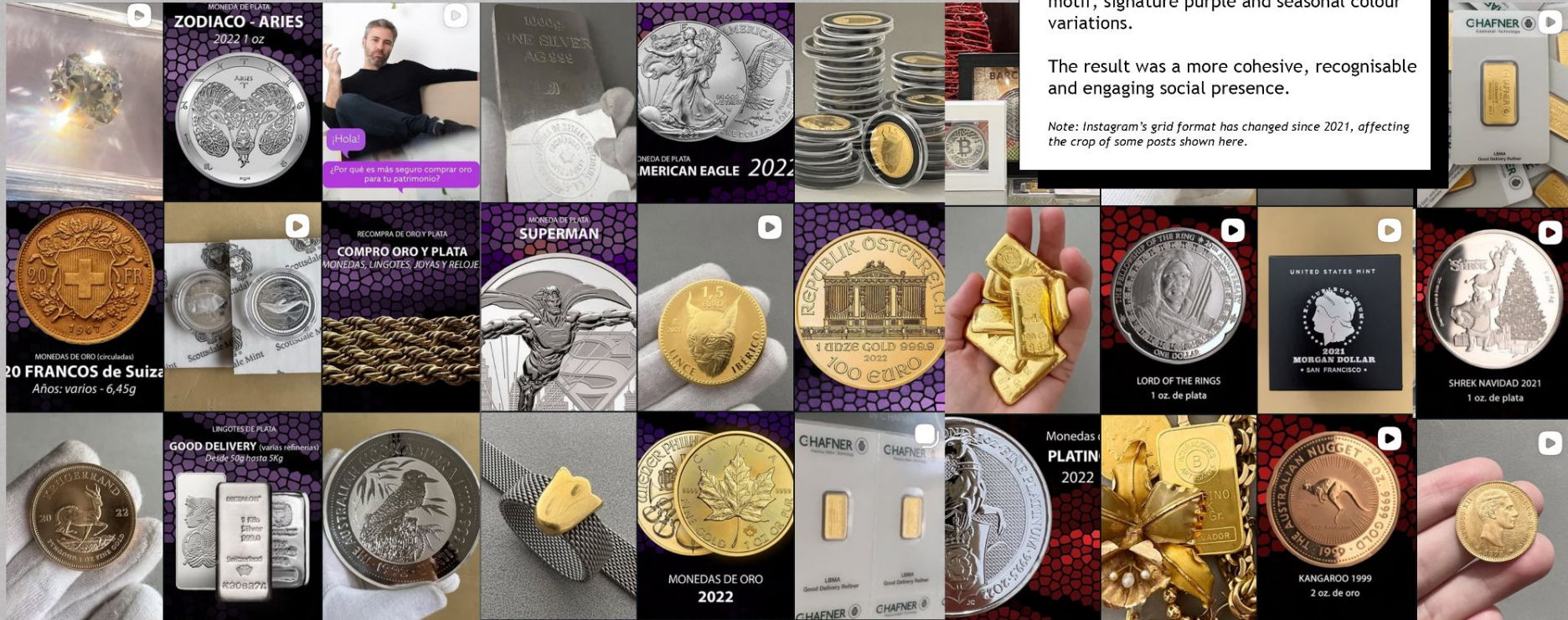


Brand Visuals

Andorrano Joyeria: Created photography, video and graphic content for Instagram, building a consistent visual system around the brand's Barcelona identity, dragon-scale motif, signature purple and seasonal colour variations.

The result was a more cohesive, recognisable and engaging social presence.

Note: Instagram's grid format has changed since 2021, affecting the crop of some posts shown here.



Fashion Visuals



THINKING MU



AI-Generated Lookbooks: Fashion imagery built around real garments and each brand's visual identity. I lead the creative direction, casting, styling and image production, using AI avatars while keeping the product and brand language at the centre.



Fashion Visuals



From Garment to Final Images:

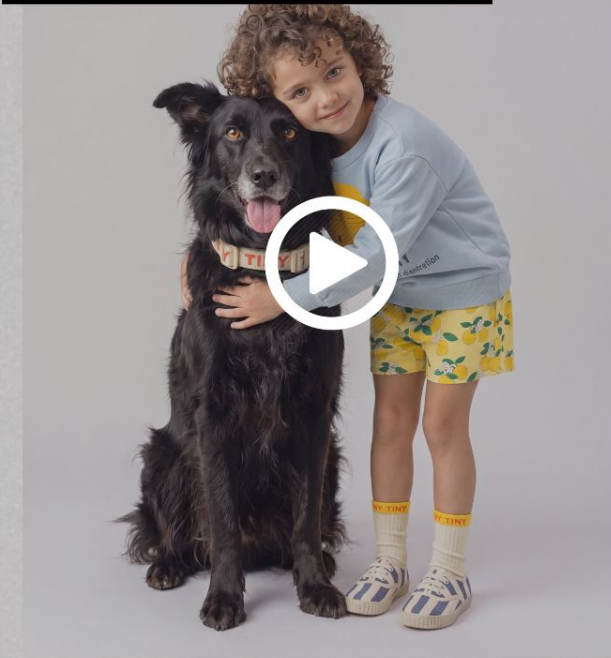
The process starts with the real product and a defined avatar, then builds the full image around them. I direct the concept, casting, styling, pose, environment and final treatment while preserving the garment and the model's identity.



Fashion Visuals



AI Video for E-commerce: AI-generated fashion video designed to bring e-commerce imagery into motion. Real garments are translated into short-form product and lifestyle content while keeping styling, model identity and visual direction consistent.



Fashion Visuals



Photography & Portraits:

10+ years creating fashion editorials, campaigns and portraiture for international brands, models, artists and public figures.

My role often extended across creative direction, art direction, production, photography and post-production, shaping each project from concept to final image.



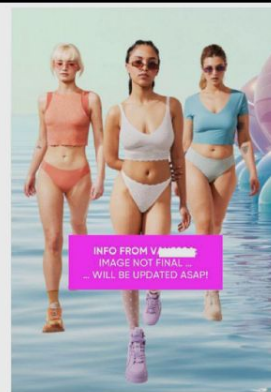
Fashion Visuals



AI Retouch & Post-Production:

With 15+ years in photographic retouching, I bridge AI-generated imagery and the intended visual outcome.

From color grading and fine retouching to substantial image reconstruction, I treat AI output as a starting point, shaping the final image around the creative intent.



Digital Twins & Avatars



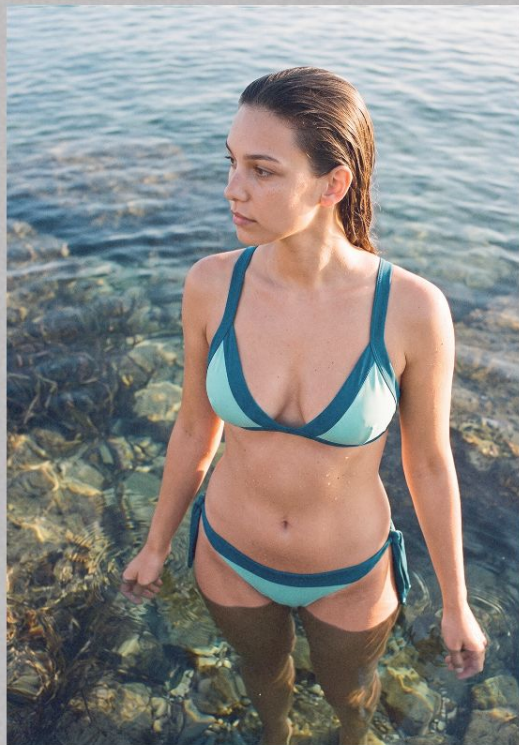
AI-generated Twins:

I build detailed digital twins from a small set of input images, combining AI with my background in portraiture, facial morphology and expression.

Character sheets then become the base for lifestyle imagery, campaigns and video.



Digital Twins & Avatars



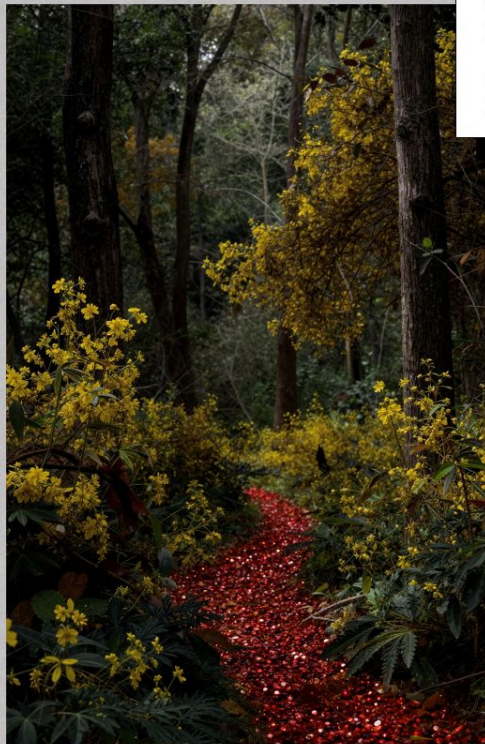
AI Avatars:

I create original avatars from text prompts, art-directed for realistic bodies, styling and diversity while reducing generative bias.

Ethically tested to avoid resemblance to real people and designed for compliant commercial use.

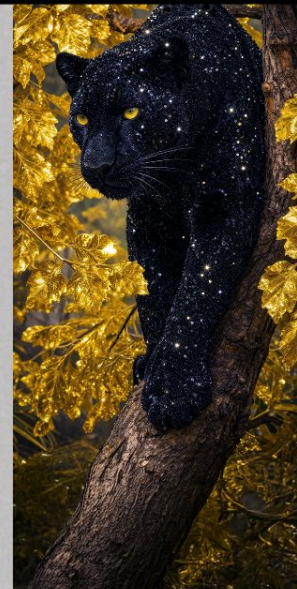


Branded Wall Art



Wallcoverings for Hospitality Interiors:
From the theme “Nature Dresses Up for the Party” I developed the visual world for large-scale wallcoverings designed for a cruise ship’s public areas, defining concept, palette, imagery and art direction.

Currently in production, with installation planned for 2027.



Branded Wall Art



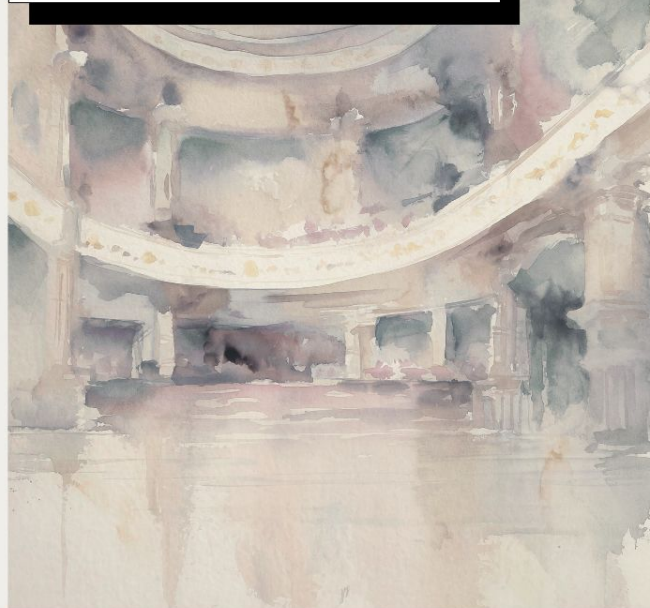
EDWARDIAN SENSIBILITY
Relaxing, Balancing

- Soft
- Pastel
- Warm tones
- Subtle

Wallcoverings for Hospitality Interiors:

For the Waldorf London, I developed custom wallcoverings and large-scale wall art for guest rooms, translating its Edwardian and Art Deco heritage into a more contemporary, watercolor-inspired visual language.

Created from the moodboard, palette and materials using AI and digital post-production.



Branded Wall Art



Artwork Details

Title: "Ten sempre a faça en tu mente"

Author: Laura Alad Guerrero

Created in Barcelona, 2026

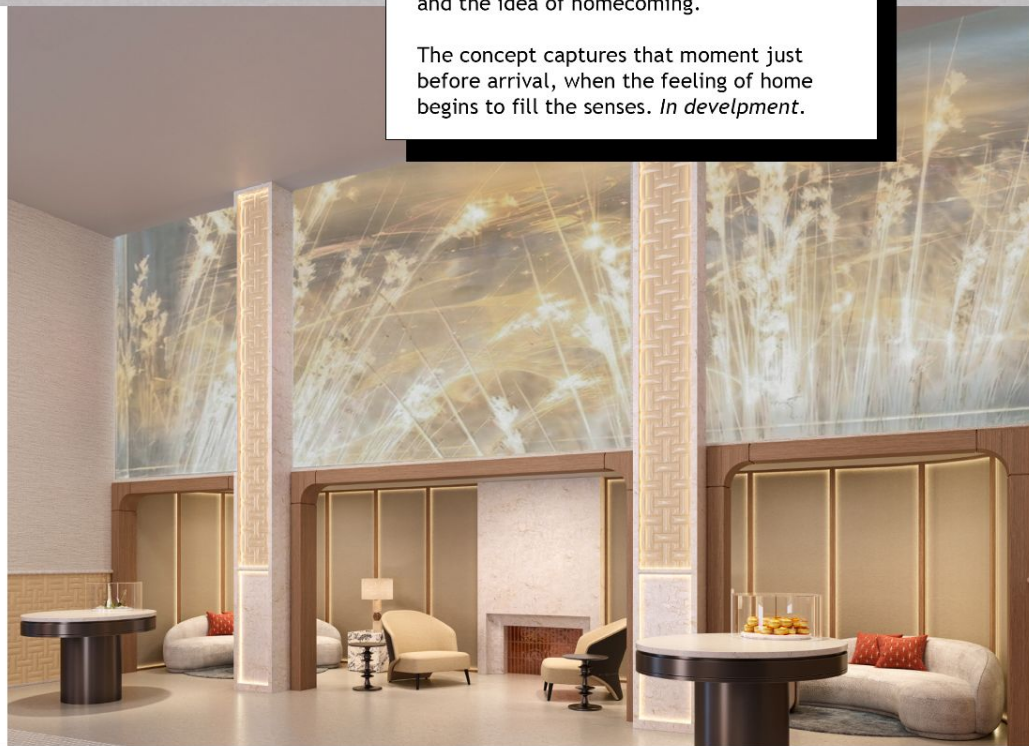
Large-scale digital artwork created through directed AI-assisted visual development and artistic digital post-production.

The piece is conceived for architectural scale and can be adapted and split into panels according to the spatial requirements of the site. It is especially suited for printing on methacrylate or acrylic, allowing the image to acquire depth, translucency and an inner luminous quality. An alternative production on aluminium could also be considered to enhance the metallic glow of the golden reflections and preserve the sharpness of the light details.

Wallcoverings for Hospitality Interiors:

For a confidential hotel project in Lisbon, I developed a large-scale artwork inspired by the city's mythical connection to Odysseus and the idea of homecoming.

The concept captures that moment just before arrival, when the feeling of home begins to fill the senses. *In development.*



Branded Wall Art

Wall Art Capsule Collection:

For Marabierito in Punta del Este, I created a capsule collection inspired by native local flora. I photographed the plants in situ, then transformed the imagery through digital art and post-production within the client's selected palette.

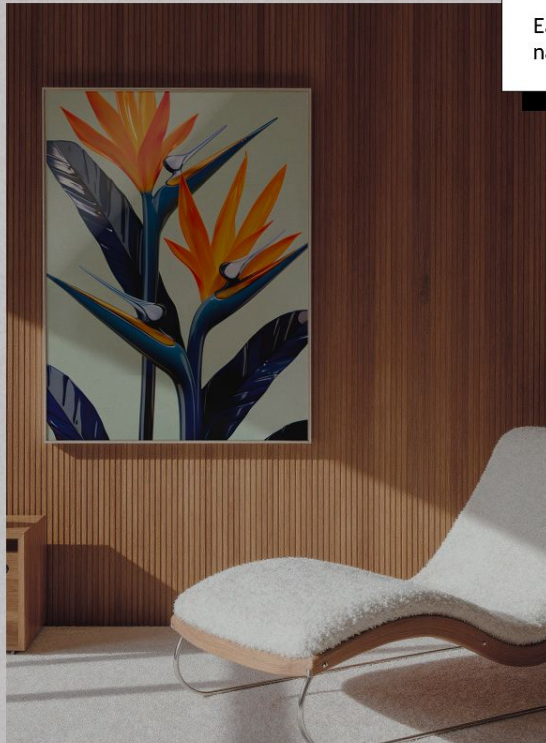


Wall Art Collections

Wall Art E-Shop:

For Mindful Wall Art, I design wallcoverings and art prints for DTC collections inspired by current interior trends.

Each piece carries its own story, adding narrative value beyond the image itself.



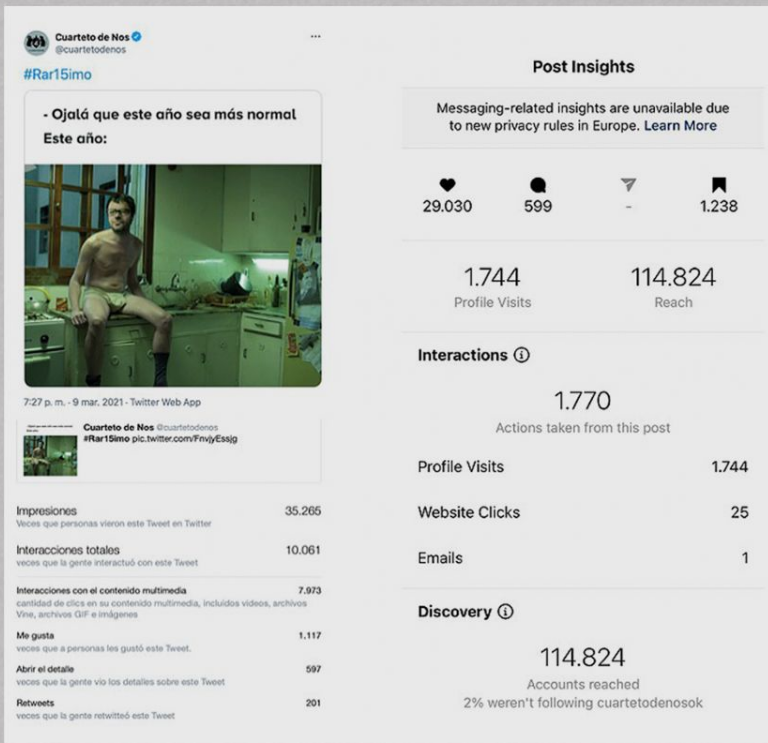
Social Media Content



AI Photos and Videos for Social Media:
AI-generated social content tailored to each brand's identity, audience and channel.

I lead creative direction, casting, styling and execution end to end, keeping the work natural, consistent and brand-aligned.

Social Campaign Concepts



Rar15imo | Social Campaign Concept

During the pandemic, with live shows paused, I conceived Rar15imo, the 15th-anniversary campaign for Cuarteto de Nos' album Raro, from naming and concept to memes and merch-led social content.

The goal: keep fans engaged while driving D2C sales and streams.

Result: +980% merch revenue and +60% streaming earnings in three months.



Artistic Explorations



G I O V A N N A

PRIMERA BAILARINA
Giovanna Martinatto
FOTOGRAFÍAS
Laura Abad

Fotogalería del
TEATRO SOLÍS

06 DIC 18
28 FEB 19

Martes a Domingos
11 a 20 hs
Buenos Aires s/n
esq. Juncal

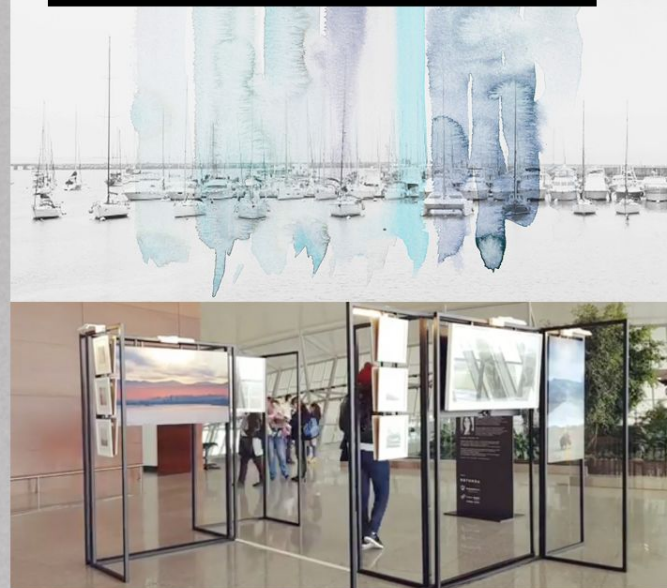




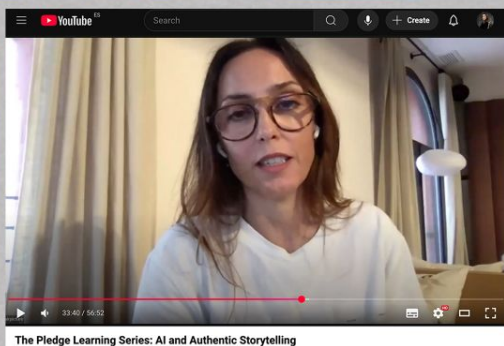
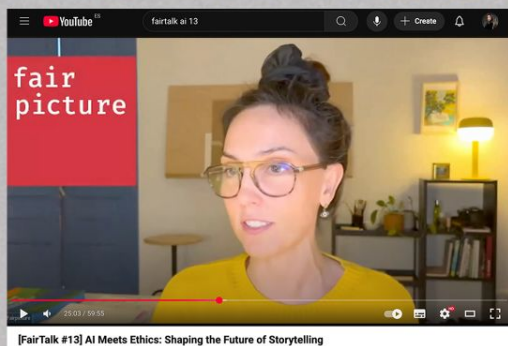
Watercolor + Photography + Digital Art

I explore the intersection of photography, watercolor and digital art, combining analogue and digital processes to build new visual languages.

The work has been exhibited internationally, with brand partners and sponsors including Samsung.



AI Learning, Teaching & Ethics



Trainer & Consultant:

I design practical AI visual workflows and training for creative teams. For ArtLink, I built a tailored program combining hands-on image generation with governance, copyright, disclosure and safe-use protocols.

Speaker & Guest Expert:

Invited Guest Expert in Image Ethics at Fondation Brocher, Switzerland, guiding cross-sector professionals on consent, provenance, copyright, AI disclosure and responsible image practice.

Selected Writing & Commentary

[Gen AI Right Now: Notes from the Real World](#)

Read my LinkedIn Newsletter, AI Visuals: Rethink and Adapt

[At what point did “being in public” become a release form?](#)

Read the LinkedIn post, 280 comments

[Ethical Content Is Not a Cost. It’s a Strategy](#)

Read on Fairpicture Blog

[AI, Copyright, and the Ethics of Consent](#)

Read on Fairpicture Blog

Let's Work Together



"Laura understood the brief quickly and delivered exactly what our client needed - that's very unique. She also guided us on the best, workflow-friendly use of AI visual models, tailored to our process."

Maaian Terdiman, Senior Art Consultant at ArtLink



"Laura proved outstanding interpersonal skills, and steps in decisively when needed to hit our goals. We're privileged to have her on our team."

Jörg Arnold, Co-Founder at Fairpicture



"I worked with Laura for ten years. She consistently brought new ideas for growth and made them happen. Her work helped shape our strategy and our success."

Danilo Astori Sueiro, Founder at Gaucho

Availability

- ✓ Full-time
- ✓ Part-time
- ✓ Contract

Barcelona-based · CET

Connect

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LinkedIn: [/lauraabad](https://www.linkedin.com/company/lauraabad)

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Book an intro call



Thank you.

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Selected client work shown for portfolio purposes.
Portfolio updated August 2026.