

Alexander Ayon

Senior Creative Developer

ABOUT ME

Senior Creative Developer with a BS in Computer Science and 20+ years of experience bridging the gap between high-level brand strategy and technical execution. I specialize in building custom, AI-assisted automation pipelines that scale content production while maintaining robust visual standards.

Leveraging AI code assistants to rapidly build with Python, Node.js, React, Tailwind, and APIs. I develop custom applications and workflows that transform creative processes from early-stage prototyping to final production. While deeply skilled in AdTech infrastructure and DCO (Google Studio, Smartly, Bannerflow), my focus is shifting manual inefficient processes into practical, scalable agency solutions using AI. **My mantra is: if we don't have tools, then let's create it!**

WORK EXPERIENCE

Senior Creative • WPP Media (GroupM)

August 2024 – Present • Stockholm, Sweden

- Created engaging, high-performing display and video ads using DCO platforms such as Choreograph and Google Studio, balancing performance goals with brand expression
- Collaborated with media buyers and product owners to interpret performance data, translating insights into high-performing static and video creatives.
- Designed and iterated on PMax ad templates, streamlining workflows and cutting production time by ~60% which led to a massive reduction in daily, recurring tasks
- Streamlined feed management process for Paid Search that automated workflow that resulted into massive reduction in daily, recurring tasks
- Designed and owned an end-to-end Ad Builder SaaS platform, architecting custom automated production pipelines that translated creative intent into scalable assets.

Senior Creative • Twigeo

August 2022 – August 2024 • Stockholm, Sweden

- Digital design & motion for social, paid media, html5 display banners, and programmatic
- Utilized a data-driven mindset to identify client needs and systematize creative assets for efficient reuse and global tracking
- Utilised latest AI and automation tools for efficient production
- Heavily involved in the revamp of the company website
- Actively participated and created pitch decks and client recommendations
- Created the first ever interactive playable ads translating creative intent into high quality interactive output

Creative / Digital Designer • Precis Digital

October 2020 – August 2022 • Stockholm, Sweden

- Precis Hackathon 2022 Team Champion with a case and working prototype about Sustainable Ads
- Designed conversion-focused HTML5 assets that directly influenced performance marketing campaigns, resulting in a 50% CTR uplift.
- Improved Creative Standards by delivering high-density graphic, video, and html5 assets
- Introduced a new way of building Video Creatives resulting in lower CPM costs by 90%
- Created code widgets that improved the efficiency of building online creatives
- Created design, animation, and ad platform tutorials, design process and timing deck, and client learning sessions

Creative Freelance • Curious & Co

October 2020 – November 2020 • Los Angeles, CA, USA

Creative • Home Brew Inc.

January 2016 – August 2020 • Los Angeles, CA, USA

* Further work experience upon request

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EDUCATION

Asia Pacific College • BS CSIT

June 2000 – May 2004 • Makati City, Philippines

Bachelor of Science in Computer Science and Information Technology with specialisation in Computer Network Engineering is an undergraduate program emphasising theories, algorithms, practical applications in computing, software development, and designing computer networks.

SKILLS

AI Engineering & Automation

- **Generative & Multimodal AI:** Hands-on execution with Photoshop AI, Nano Banana, GPT Image, Veo, Sora
- **AI Tooling & Code Assistants:** Claude Code, Cursor, and automated development workflows
- **AI-Assisted Stack:** Python, Node.js, React, Tailwind CSS, Custom APIs
- **Pipeline Infrastructure:** Experienced in connecting creative tools via APIs and custom code widgets to build seamless, automated production pipelines

Code & AdTech Infrastructure

- **Creative Development:** Custom tool creation using HTML/CSS/JS, GreenSock (GSAP), and Google Web Designer
- **SaaS & Platforms:** Architecture and development of custom AdTech SaaS platforms (Ad Managers/Builders) for PMax and display
- **DCO & Automation:** Advanced feed management and Dynamic Creative Optimization using Choreograph Create, Google Studio APIs, Smartly.io, and Bannerflow

Design, Motion & Strategy

- **Creative Production:** Digital design, prototyping, and pitch decks via Figma; motion design using After Effects
- **Optimization:** Competitor trend analysis and data-driven A/B testing to iterate on creative assets

Collaborative Culture

- **Cross-Functional Leadership:** Facilitated design critiques and organized creative labs to bridge technical execution with artistic vision
- **Knowledge Sharing:** Developed design, animation, and platform tutorial decks to upscale internal teams and clients
- **Team Dynamics:** Exceptionally adaptive in collaborative group settings, driving a supportive, high-vibe team environment

* Latest personality test report from Alva Labs