

Michelle De Alva

SENIOR CREATIVE DESIGNER · BRAND, MOTION & AI

Visual storytelling, scalable design systems, and digital experiences for tech and marketing. Built to scale with AI.

📍 Montréal, QC 🌐 Authorized to work in US (TN) & Canada 🗣️ EN / ES bilingual
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PROFILE

Multidisciplinary creative with 15 years across video, motion, and digital design, currently the sole brand and design owner for a B2B SaaS platform. I lead creative work end-to-end: defining problems, shaping narratives, art-directing, and shipping. I don't treat projects as isolated deliverables. I design formats, frameworks, and visual systems that bring clarity, consistency, and scalability to content. Lately I've been integrating AI deep into creative production: structured, schema-driven workflows, internal tools, and brand-locked generation that keep quality and identity consistent at scale.

CORE SKILLS

CREATIVE & DESIGN

Brand Identity & Art Direction
Motion & Video Production
UX / UI Design
Visual Storytelling

SYSTEMS & AI

Design Systems & Scalable Frameworks
AI-Assisted & Agentic Workflows
Prompt Engineering & Structured Outputs

LEADERSHIP & COLLABORATION

Creative Direction & Team Leadership
End-to-end Project Ownership
Cross-functional Collaboration

EDUCATION

Master's in Graphic Design · AI for Design & Animation

Universidad Internacional de La Rioja (UNIR) · 2025 – Present · Thesis in progress

B.A. in Social Communication · journalism + design emphasis

Universidad Regiomontana · 2008 – 2012

CERTIFICATIONS

University Advanced Program in AI for Design and Animation
UNIR

EXPERIENCE

Multimedia Resource Designer • Marketing • Sonar Software

MAY 2023 - PRESENT • REMOTE • MONTRÉAL

- Sole brand and design owner for a B2B SaaS company, running the 2026 brand system end to end across every Marketing surface
- Lead creative production across video, event and print, web and digital, and presentations, building many as evergreen formats and templates now used across Marketing
- Optimized my own design processes with AI to cut delivery time from days to minutes
- Built and shipped Sonar Sales Hub: three AI-powered generators in internal production (post-discovery transcript-to-presentation, demo agenda, post-demo recap) on Next.js + Sanity + Claude / ChatGPT
- Led the Empower by Sonar documentary end-to-end after taking over mid-production, raising the standard for long-form storytelling at Sonar
- Defined the visual direction and design system for the 2026 sonar.software redesign (Next.js + Sanity), setting the look, layout patterns, and content structure the full rebuild is built on

Multimedia Resource Designer • Instructional Content • Sonar Software

AUG 2020 - APR 2023 • REMOTE

- Produced instructional videos, podcasts, and visual resources for customer onboarding
- Motion graphics explaining complex platform features
- Collaborated with the Resources team on clarity, usability, and narrative

Motion Designer • Five2Nine

OCT 2018 - APR 2020 • OTTAWA, CANADA

- Motion graphics across diverse brands and visual styles
- Translated client ideas into engaging visual content

Content Designer / Motion Graphics • Ottawa Adventure Film Festival

NOV 2018 - NOV 2019 • OTTAWA, CANADA

- Print and digital content supporting festival visibility
- Motion graphics and video edits for sponsor engagement

Post-production Manager • Charger MX

APR 2017 - JUN 2018 • MEXICO CITY

- Led post-production for BBVA campaigns
- Managed the post-production team and pipeline
- Compositing, rotoscoping, green-screen, timelines, QA

Photo and Video Coordinator · Digital Stuff Media

MAR 2016 - APR 2017 · MEXICO CITY

- Clients: Gatorade, Pepsi, Turner (all LATAM channels)
- Video and photo production for BTL campaigns
- Animated content for social and internal comms

Photo & Video Lead (team founder) · Expok

MAR 2015 - MAR 2016 · MEXICO CITY

- Built the photo + video team from scratch
- CSR-focused marketing content for Walmart, Kellogg's, and other brands
- Defined production workflows, crew structure, and client intake

AI SYSTEMS & TOOLING

I use AI as a creative and operational fabric, focused on structured systems rather than isolated outputs. I define the inputs, constraints, schemas, and guardrails that keep generated work aligned with brand, voice, and downstream use. Recent work spans brand-locked image production, agentic workflows, internal tools, and schema-driven generators built on Claude, ChatGPT, and Claude Code.

AGENTS & TOOLING

Claude Code · MCP servers ·
Custom skills

Building agentic workflows, custom skills, scheduled tasks, and MCP-based integrations.

MODELS & ASSISTANTS

Claude · ChatGPT · Custom GPTs

Prompt engineering, structured outputs, and schema-driven generation for internal workflows.

VISUAL GENERATION

Nano Banana Pro · Midjourney ·
Ideogram

Brand-locked image production with prompt libraries, grade locks, and Brand Guardian rules.

INTERNAL TOOLS & APPS

Next.js · Sanity · Vercel

Lightweight internal apps: generators, dashboards, workflow editors, schema-driven UIs.

VOICE & AUDIO

ElevenLabs

Voice generation aligned with tone, pacing, storytelling.

SOFTWARE & PLATFORMS

BUILD & ENGINEERING

Next.js · React · TypeScript · Tailwind · Sanity · Vercel · GitHub

AI STACK

Claude Code · MCP servers · Custom GPTs · scheduled tasks · agents

DESIGN & MOTION

After Effects · Premiere · Illustrator · Photoshop · Lightroom · Figma

MARKETING & ANALYTICS

HubSpot · MailerLite · Google Analytics
