
JASMINE SARABIA

CREATIVE AI SYSTEMS & DESIGN

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Creative technologist and designer working across generative AI, creative systems, prototyping, and workflow design. I design the structures, tools, and methods that help teams move from ambiguity to repeatable creative output, from hands-on experimentation to enterprise-scale implementation.

SKILLS

Creative direction	Workflow architecture
Visual systems	Rapid prototyping
Concept development	Interface design
Generative AI workflows	Brand systems
Human-directed AI	Knowledge systems
Model evaluation	Campaign production

WORK

LEAD EXPERIENCE STRATEGIST - CREATIVE AI WORKFLOW DESIGN GE HealthCare | 2023-Present

- Lead creative AI systems work across brand, marketing, UX, and digital teams, designing structures that move teams from unclear requests to usable creative direction.
 - Shape internal AI-enabled creative workflows by defining what stays human, what can be assisted, where review belongs, and how outputs move toward production.
 - Design reusable systems for brand intelligence, campaign development, creative briefs, presentation workflows, knowledge retrieval, and AI-assisted content generation.
 - Translate creative intent, brand standards, governance needs, and technical constraints into prototype behavior, tool requirements, and scalable workflow patterns.
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DIGITAL MARKETING MANAGER / FRONT-END DESIGN University Health System | 2018-2023

- Led digital experience and creative production across web, social, email, SMS, portals, internal tools, and campaign communications.
 - Managed integrated campaign work across digital, print, out-of-home, video production, agency partnerships, stakeholder approvals, and launch timelines.
 - Built a foundation in brand, creative operations, marketing systems, and cross-functional delivery that now informs my creative AI systems work.
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EDUCATION & RECOGNITION

MBA — Texas A&M University San Antonio (2018)
BS — University of Texas at San Antonio (2016)

ElevenLabs Worldwide Hackathon - 2nd Place, Austin · 2025
Creative Ladder Rising Leaders Academy - Selected CohortMember · 2025
