

A CASE FOR HUMAN-CENTERED CREATIVE

Start with the human.

The more powerful the technology, the more human it must feel.
Wearables are the closest technology has ever come to the person,
so the craft has to begin there.

carlos fernando perez botero

CREATIVE DIRECTOR, HUMAN INTERFACE · META WEARABLES

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• 01 • A LETTER

Human, at every interface.

Every great device disappears. What is left is the person using it, and whether the moment felt human. That is a brand problem before it is a hardware one, and the work I have chosen for over 20 years: making iconic hardware feel human, at Apple, Samsung, and Airbnb.

At Airbnb I lead creative for global expansion — an in-house team across design, motion, and UX, shipping product and retail experiences across five regions, and an AI operating model that keeps judgment human. Almost exactly the brief you have written.

No technology has ever sat as close to a person as something you wear. The whole opportunity is how close people will let it come — to what they see, and what they feel. That is a question of trust more than of hardware, and it is the one I most want to help Meta solve.

Find the human truth. Make it beautifully clear. Put it in the world.

SINCERELY,

carlos fernando perez botero

Your brief, answered.

01 Creative Direction — meta.com & GTM

Retail and campaign experiences on the site, and the brand system that holds between launches.

02 Go-to-Market Strategy

Launches with product, marketing, and engineering — Airbnb Services, Samsung flagships.

03 Production Leadership — Photo, Video, 3D

Briefs, on-set direction, vendors; quality across markets and channels. Both chairs.

04 Systems for Product Storytelling

Imagery-and-motion systems that build trust and help people decide.

05 AI-Native Craft & Team

An AI operating model for creative — scaled, responsible, judgment kept human.

A design company, not purely a tech company — the only kind I have ever done my best work for.



Iconic hardware, made human.

Airbnb

SENIOR CREATIVE DIRECTOR • 2023-PRESENT

Global expansion in-house — design, motion, and UX; product and retail experiences; an AI operating model.

Samsung Mobile

GLOBAL ECD • OGILVY, NEW YORK • 2022-23

Samsung's phones, foldables, and wearables — film to retail, across major markets, one standard.

Publicis

GLOBAL GROUP CD • NEW YORK • 2020-22

Global Infiniti, won and run — premium brand from launch to retail; production model rebuilt.

Apple

GROUP CD • TBWA\MEDIA ARTS LAB • 2018-19

iPhone, iPad, and Apple Watch — the wearable — at Apple's standard. LATAM hub from zero.

AKQA

CREATIVE DIRECTOR • NEW YORK • 2014-16

Digital retail and UX/UI for Verizon's flagship stores; luxury craft for Clinique; culture for Nike.



Let's keep it human.

This is where brand, product, and AI meet the person — and the interface sits closest to the eye, from Ray-Ban Meta to what comes next. I have spent over 20 years making iconic hardware feel human. I would like to do it here.

- Consumer hardware and wearables, made human — Apple, Samsung, Airbnb.
- Fashion, technology, culture — Nike, Clinique, 20 years at the intersection.
- Brand, product, and UX — plus an AI operating model built responsibly.
- Senior IC by choice: hands on the craft, for the long haul.

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Austin, TX · Open to the Bay Area

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