DESIGN // VIDEO // MOTION WITH AI

LUCAS TAGUCHI

GRAPHIC DESIGN | UX/UI DESIGN | VIDEOMAKER | MOTION DESIGN | GENERATIVE AI

/ ABOUT ME

Graphic designer with **15 years of experience** and 6 in UX, video and motion. Currently at **Serasa Experian**. I've used generative AI in my creative process for over 3 years.

I use AI for almost everything. I just don't let it direct.

CREATIVE STRATEGIC COLLABORATIVE SELF-TAUGHT

15
YEARS OF DESIGN

6
YEARS OF UX AND VIDEO

3+
YEARS OF GENERATIVE AI

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Belo Horizonte, Brazil

01 GENERATIVE AI

MODELS · METHOD · DIRECTION

The models I follow and use today, and what each one does in my work. It is the same list as on the website.

SHOWS UP IN MY @TAGASAI VIDEOS

TEXT AND REASONING 04

- **Claude Opus 5.5** — Anthropic
  Scripts, research and directing Nixie's agents.
- **Claude Sonnet 5.5** — Anthropic
  Nixie's everyday brain.
- **GPT-6** — OpenAI
  A second opinion on text and research.
- **Gemini 4 Carbon** — Google
  Comparing answers and reading documents.

VIDEO 04

- **Gemini Omni 1.2** — Google
  Swapping the world around while keeping who's in the shot.
- **Kling 4.0** — Kling AI
  Action with a real person, like the jump and the flight.
- **Seedance 2.5** — ByteDance
  Choreography and long shots.
- **Runway Gen-4.5** — Runway
  Fine camera and scene control.

IMAGE 04

- **Nano Banana 2.1** — Google
  Cinema-style covers and characters from real photos.
- **GPT Image 2.6** — OpenAI
  Layouts with text and quick tests.
- **FLUX.3** — Black Forest Labs
  Realistic editing.
- **Midjourney V8.2** — Midjourney
  Aesthetic reference and exploration.

3D AND PLATFORMS 04

- **Meshy 7.1** — Meshy
  Generated 3D models for scenes and effects.
- **Magnific** — Freepik
  Upscaling and refining images for covers.
- **fal.ai** — fal.ai
  Where I run Kling and other video models.
- **Higgsfield** — Higgsfield
  Long projects with several models.

CODE AND AGENTS 03

- **Claude Code** — Anthropic
  Editing video in code, building Nixie and building this site.
- **Claude Fable 5.2** — Anthropic
  Code and reasoning tests.
- **Codex** — OpenAI
  Comparing code solutions.

HOW I DIRECT

01 **Reference before the prompt**
If the AI describes the reference right, it executes right.

02 **Shoot it for real**
AI transforms the real scene; it doesn't make it up from scratch.

03 **One request at a time**
One change, one check. The scene keeps its consistency.

04 **Check it on screen**
Frame by frame. If it's not good, it goes back.

05 **Say "that's the one"**
A thousand options isn't knowing which one works. The choice is mine.

02 STACK & SKILLS

SOFTWARE · AREAS · COMPETENCIES

TECHNICAL SKILLS — SOFTWARE

Ps — Photoshop — ADVANCED	Ai — Illustrator — ADVANCED	Pr — Premiere — ADVANCED
Ae — After Effects — INTERMEDIATE	Fi — Figma — ADVANCED	No — Notion — ADVANCED

AREAS OF EXPERTISE

Graphic design · UX/UI design · Art direction · Videomaking · Video editing · Social media · Branding · Motion design · Generative AI

COMPETENCIES

Creative
Creative direction and original concept generation

Strategic
Product vision aligned with business goals

Collaborative
Seamless work with multidisciplinary teams

Self-taught
Continuous learning and fast tech adoption

PROJECTS ON THE WEBSITE

@tagasai
8 reels and carousels about creating with AI, each showing what AI did and what I directed.

Motion Graphics
7 films animated in code, with original scores.

Nixie
A personal voice assistant made of dots that coordinates agents. In development.

lucas-taguchi-portfolio.pages.dev

03 PROFESSIONAL JOURNEY

TIMELINE · EXPERIENCE · EVOLUTION

2022 — NOW
Serasa Experian
Graphic designer · video · social media

2021 — 2022
Thalita Lima
Graphic designer · consulting

2021
Marmita Fitness
Graphic designer

2020 — 2021
Eagle Academy
Art director · marketing agency

2019 — 2020
AGC
Art director · marketing agency

2018 — 2019
FUNDEP
Graphic designer · research foundation

2017 — 2018
Fábrica Criativa
Graphic designer · events agency

2016 — 2017
Lancopy / Vapt
Designer · print shop

2015 — 2016
AR7
Art director · sports agency

ACHIEVEMENTS & HIGHLIGHTS

- 2018 Honorable mention at Startup Weekend Lagoa Santa, with Google
- 2017 Graphic work on a mobile game for iOS and Android
- 2016 XFactor Brasil: reached the 3rd stage
- 2015 2nd place at Startup Weekend BH, with Sebrae
- 2015 Talk about startups at the Entrepreneur Fair
- 2014 2nd place in the Technology and Health Contest

EDUCATION

FUMEC University 2016–2018
College · not completed

Startup Weekend 2015–2018
External training

EFG 2015
High school

AVAILABLE FOR PROJECTS

Got an idea sitting still? Let's set it in motion.

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