

Matej Svítok

AI CREATIVE DIRECTOR · ART DIRECTOR

PRAGUE · CZECHIA

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AI Creative Lead and Art Director with *thirteen years* leading brand creative at Bata, where I ran the company's *first fully AI-generated campaign*. Stills, film and print — delivered as approved files, not previews.

Experience and education

2026 —	AI Creative Director & <i>Art Director</i> · FREELANCE · PRAGUE	AI model building, world-building, art direction and casting through to finished assets — including 4K print masters.
2018 — 2026	CZ/SK Omnichannel <i>Creative Manager</i> · BAŤA CENTRAL EUROPE · PRAGUE	Ideation and execution of all creative programs across the Czech and Slovak markets. — Bata Europe's first fully AI-generated campaign (Barefoot SS26) — three-person team, under one month, approved including legal review of AI-content disclosure — CZ and SK, key visuals in Italy · coverage in CzechCrunch and Novinky.cz
2014 — 2018	E-Commerce <i>Creative Director</i> · BAŤA · PRAGUE	Brand standards across Italy, France, Czechia, Poland, Switzerland and Slovakia.
2013 — 2014	Chief of Visual Identity & <i>Branding</i> · BAŤA · ZLÍN	
2010 — 2013	<i>Art Director</i> · TRACYLOCKE · CONNECTICUT, USA	Pepsi · Gatorade · Reebok · Hewlett Packard · Starbucks
2005 — 2009	BFA — <i>Visual Communication Design</i> · UNIVERSITY OF HARTFORD, USA	Maxima cum laude.

Selected work

PUBLISHED WORK

Everyday Comfort	BAŤA SS26 · THE BRAND'S FIRST FULLY AI CAMPAIGN · CZECHCRUNCH · NOVINKY.CZ
Then & Now	BAŤA · BAŤOVKA 150 · ANNIVERSARY CAMPAIGN
La Passeggiata	POLÈNE · NUMÉRO DIX
The New Ground	VAGABOND FW26
Maison Commute	PROMPT MAISON · SELF-INITIATED BRAND
Gilded Study	LEDORÉ · SELF-INITIATED BRAND
Back to Work	ADIDAS SAMBA

ENGLISH · CZECH · SLOVAK

PRAGUE SINCE 2014 · 14 YEARS IN THE US

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My toolbox

MODELS	Nano Banana · Seedream · GPT Image · Seedance · Kling · Google Omni
PLATFORMS	Magnific · Higgsfield · Midjourney · OpenArt · Flora · Suno
LLM	Claude <i>agents & workflows</i> · ChatGPT · Gemini · Perplexity
POST & GRADING	Adobe CC · DaVinci Resolve · Capture One · Lightroom
DTP & PREPRESS	PDF/X, CMYK and colour management, preflight, 4K print masters