

FOR THE PUFFY TEAM.

APPLICATION / SEPTEMBER 2026

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Hi Puffy team,

When I read your AI Designer role, I felt like all the different things I've done were finally coming together.

I've worked as a model, hairdresser, interior designer and digital marketer. I've always had a lot of interests, and for a long time I wouldn't have thought I could combine interiors, colour, photography, tech and digital design in one role. AI has made that possible for me.

I started learning about AI in 2021 and became fascinated by what I could create with it. Since then, I've been building my skills and portfolio around it. I've learned to code, worked with Cursor, Codex and Claude Code, and used GitHub and Vercel to build and ship my own projects. That work has taken me into workflows, frontend and backend systems, and my own AI photo and content product, SSELFIE.

My image work includes custom Flux models on Replicate, Nano Banana Pro, Midjourney and ChatGPT image models. Across my projects and workflows, I've created hundreds of thousands of AI images. What keeps me interested is making them feel as real as possible: the light, the composition, the fabric, and whether everything belongs in the scene.

I tend to hyperfocus on my work. It can be my superpower and sometimes my enemy, especially when I'm trying to get a small detail right. But that curiosity is also why I keep learning. AI moves quickly, so I follow new tools and developments, try them myself, and look at where they can help the work.

I've also grown an audience of over 200,000 across Instagram and TikTok by teaching people how to take better photos and create AI photos. Explaining light, angles and framing to other people has become a big part of what I do.

What draws me to Puffy is the chance to bring all of this into one role: creating believable rooms and product images, building a consistent style, and thinking about how the images work on a website or in an ad. I've put together an independent Lux campaign concept so you can see the direction I'd like to explore and how I think through the details.

I'd love to create this kind of work with your team. Thank you for taking a look at my CV and portfolio.

Sandra

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