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A designer from Córdoba creates Sekondo, the tool for running Adobe apps by talking to artificial intelligence

Jose Manuel Fernández, a graphic designer, has developed a plugin that connects ChatGPT and Claude with six Adobe apps. Adobe itself has already reviewed and approved it.

Córdoba, October 2026. From his design studio, Colectivo Zulu, he has come up with a new way of working with the programs that designers, photographers and video editors use every day. It is called **Sekondo** and it lets users run Photoshop, Illustrator, InDesign, After Effects, Premiere Pro and Lightroom Classic by explaining to artificial intelligence what they want, spoken or in writing. The assistant, ChatGPT or Claude, does the work inside the professional's own file, with its layers, text and styles, and everything stays editable.

Fernández started out in 1992 drawing comics and laying out pages in QuarkXPress. His studio works in graphic design, 3D architectural visualization and digital set design, with a presence in Córdoba and Málaga. As in any other studio, a good part of his working day went to repetitive tasks: adapting a piece to twenty formats, translating a dossier or editing a video with the usual titles. "These tasks are necessary, but they eat up hours I would rather spend thinking up an idea," he explains. "I created Sekondo to have more time to design."

Born from real jobs. The project began with a layout artist's habit: leaving notes on the pages as reminders of what was still pending. The first thing Fernández asked Sekondo to do was read them. From there it gained new abilities, job by job, with the projects that came in every week. Today, in Illustrator, Sekondo prepares an eighteen-page brand identity manual starting from the logo and the palette. In Photoshop, it retouches an entire jewelry catalog, using the first photo the designer prepares as the model. In InDesign, it translates entire documents without breaking the layout. In Premiere Pro, it edits the highlights of a conference from eighty raw clips. And in Lightroom Classic, it develops a shoot photo by photo, each with its own adjustments.

The professional has the final say. Unlike tools that generate a new image, Sekondo starts from what already exists: it reads how the document is built, measures before touching anything and makes corrections on it. The designer chooses how far it goes: it can simply carry out what it is asked, suggest ideas and options, or create the whole piece from scratch based on the designer's idea. The files never leave their computer.

In Adobe's store and in the industry press. Sekondo is published on Adobe Exchange, the official plugin store for these programs. Since its launch in September, it has been covered by Gráfica, FOROALFA, El Club de la IA, with a live interview, BetaList, Blanco Sobre Negro and the American journalist Larry Jordan. In the coming weeks it will also appear in the German magazines PAGE and Slanted, in the American publication Motionographer and in Panorama Audiovisual.

"I made it for myself first," says Fernández. "Now I want to share it with my fellow creatives. After thirty-four years in the trade, I still want to design. And I want to spend more time doing it."

Key facts

- **What it is:** a plugin for Adobe apps that you run with Claude or ChatGPT.
- **Apps:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro and Lightroom Classic.
- **Assistants:** Claude and ChatGPT, in their desktop apps.
- **Systems:** macOS and Windows.
- **Where it works:** on the user's computer, on their own files.
- **Pricing:** see the Pricing page (sekondo.app/en/pricing.html).
- **Company:** Sekondo Solutions, S.L.U. • Córdoba (Spain).
- **Website:** www.sekondo.app

Press materials (photos, logos, videos and this release): www.sekondo.app/en/press.html

Sekondo on Adobe Exchange: exchange.adobe.com

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