

ABOUT

I run AI video and image production end to end: brief breakdown, prompt architecture, generation, retouch and upscale, edit, voiceover, delivery in platform formats. I work with home appliance and hospitality brands across Southeast Asia. Before AI — three years in graphic design and print.

EXPERIENCE

Adapt Brand Consultants — branding agency
AI Content Creator · February 2026 — present

Clients: Centara Hotels & Resorts, Electrolux, The Pavilions and others

- AI video and still production for agency clients in hospitality and home appliances, working to the agency's creative direction.
- Full chain on my side: shot planning from the brief, prompting, generation and retry management, retouch, upscale, edit, sound, delivery in platform formats.
- I maintain a prompt and reference system so repeat cycles don't require rebuilding the brand's visual language from scratch.

Electrolux APAC — home appliances
AI Content Creator · January 2026 — May 2026

Markets: Thailand, Singapore, Malaysia — primary; Korea, Indonesia — secondary (under NDA)

- AI video and stills for social and marketplace product pages, around 3–4 videos per month plus supporting photo sets.
- Campaign localisation across five markets: language versions, casting, adapting the storyline to local context.
- Work to central brand guidelines, with product accuracy checked on every generated frame before delivery.
- Reporting to the regional manager, delivery in fixed monthly cycles.

Abagency — marketing agency
Designer · June 2025 — January 2026

- Brand identity, outdoor advertising, print, digital and social creatives for agency clients
- Adapting the campaign key visual across all platform formats
- Direct work with printing houses and sign-making workshops: handing artwork over to production and seeing it through to the finished medium

Lider — outdoor advertising and printing house
Designer / Print operator · January 2024 — August 2025

- Bespoke design for clients: all layout types, from print to large-format outdoor
- Full cycle: artwork → prepress → print (solvent, plotter) → delivery
- Client negotiation, print quality control

Autoexpert — car dealership, vehicle import
Designer · June 2023 — March 2024

- Outdoor advertising, print and social creatives for the dealership's campaigns
- Dozens of billboard and hoarding layouts, file preparation and work with the printing house

SKILLS & TOOLS

Video generation — Seedance 2.0, Kling
Image generation — GPT Image 2, Nano Banana, Higgsfield Soul Cinema
Post-production — Topaz, Magnific (upscale), ElevenLabs (voiceover and localisation)
Editing — Adobe Premiere Pro, CapCut
Design & prepress — Adobe Photoshop, Illustrator, Lightroom, CorelDRAW, Figma

EDUCATION

UX/UI Design courses (2023 – 2024)
Vocational secondary education Automation of Technological Systems and Processes (2019 – 2023)

LANGUAGES

Russian — native
English — B2, working correspondence, experience on international projects