

AI Creative Technologist based in London specialising in AI-driven systems and human-AI interaction. Prototyping fast, thinking in systems, finding the most interesting path through a problem.

## EXPERIENCE

### Creative Technologist

T&P, London

07/2024-Present

(Seconded from WPP Production)

- Led the design and build of end-to-end AI content pipelines and generative workflows across multiple client briefs – from data ingestion and generation logic to delivery.
- Rapid-prototyped generative tools and workflows from brief to functional demo, combining AI model integration with a focus on output quality and creative control
- Delivered rapid creative tech prototypes for high-profile client and partner sprints (Argos, News UK, Washington Post), enabling teams to demonstrate technical feasibility under tight timelines.
- Presented exploratory work at WPP Stream; developed work showcased at Microsoft Build, strengthening the agency's innovation positioning.

### Creative Tech Apprentice

WPP, London

11/2023-07/2024

- Worked across generative AI, creative coding, game engines, and virtual production workflows within live brand contexts (NVIDIA, The Coca-Cola Company, Unilever).
- Applied emerging technologies to advertising use cases across early-stage client briefs— including an AR prototype that directly supported a won client brief interactive experiences and 3D world building featured in promotional videos, and an AI generative space system driven by audio input and RAG pipeline.

## CORE CAPABILITIES

### AI Workflows & Systems

- Agentic workflow design
- Generative model integration
- AI orchestration
- Automation pipelines

### Creative Technology

- Full stack from Ideate to dev
- Independent R&D
- Rapid prototyping
- Embodied Interaction

### Technical Stack

n8n, OpenAI, Gemini, Claude, Python, JavaScript, HTML/CSS, AJAX, Cursor, ComfyUI, Google Cloud Platform, Unreal Engine, Runway, Adobe Suites

## EDUCATION

09/2022-11/2023

**University of Edinburgh**  
(Edinburgh, UK)

Master of Science in *Design & Digital Media*  
Distinction

09/2017-07/2022

**Tongji University**  
(Shanghai, China)

Bachelor in *Visual Communication & Digital Media Design*  
First Level

## SELECTED PROJECTS

07/2025-Present

**Agentic Content Engine Pilots**  
n8n · Azure · Google Cloud Platform  
· ElevenLabs · Plainly

Node-based AI content pipelines for multiple client briefs – connecting upstream data inputs to generation logic and delivery, enabling brand assets to respond in real-time to events, timing, location, or trends.

03/2025 & 11/2025

**Paper as Interface**  
Google AI Studio · Touch Designer ·  
Media Pipe · Elevenlabs · React.js

Real-time experiments using torn paper to trigger AI-generated visuals and sound.

[Visual Experiment →](#) [Audio Experiment →](#)

11/2025

**Universal Image Node System**  
Cursor · React Flow · Gemini

Modular node-based image workflow system.

[Link to Video →](#)

06/2025

**Case Study for Microsoft**  
Azure OpenAI · Figma · After Effects

Led creative tech setup and dev for a multi-modal AI concept showcase at Microsoft Build.

[Link to Video →](#)