RONNIE CLELAND

CREATIVE AI PLATFORM ARCHITECT

Production-trained creative technology leader with 20 years in animation and VFX and recent experience co-founding and building Lumify, an online multimodal creative platform. Connects artist-centered product design with hands-on front-end and back-end execution to create controllable, production-ready AI workflows.

EXPERIENCE

LUMIFY AI | Co-Founder & Chief Creative Technology Officer (CCTO)
2025–PRESENT

- Defined the product vision and led development of a browser-based creative platform unifying image, video, 3D, depth, segmentation, captioning, storyboarding, camera, lighting, compositing, material, and world-building workflows.
- Designed Lumify's multi-HUD interaction system around Create, Refine, Control, and Review, translating production concepts into approachable visual controls instead of prompt-only interactions.
- Drove front-to-back implementation across HTML, CSS, JavaScript, Python/Flask services, REST endpoints, generation routing, provider adapters, asynchronous jobs, progress and cancellation states, error handling, and result registration.
- Connected hosted APIs and local models behind capability-aware interfaces that adapt model choices and parameters to provider configuration, deployment profile, workflow, and production need.
- Built production-readiness foundations including project creation, Asset Vault registration and promotion, metadata inspection, export profiles, packages, shared-directory sync, audits, comparisons, and downloadable handoffs.
- Shaped artist-control workflows including Shift Light Source, Time of Day, Camera, Director Pass, Living LookDev, Storyboard, and World View, with explicit rules for preserving framing, identity, structure, and creative intent.
- Led Lumify's B2C launch focus and enterprise evolution strategy covering capability policy, credit estimation and gating, credential separation, deployment profiles, production receipts, partner integrations, and artist-method monetization.

CORE STRENGTHS

- Creative workflow design
- Multimodal UX
- Full-stack prototyping
- Technical art direction
- Model and provider orchestration
- Product architecture
- Production metadata and handoff
- Enterprise readiness
- Visual product storytelling

PRODUCTION FOUNDATION

20 YEARS • ANIMATION, VFX + REAL-TIME

Creative leadership + world building
DreamWorks Animation • 2010–2021

Real-time look development
Spire Animation • 2021–2023

Independent creative innovation
FableLight Studios • 2023–2025

VFX + digital art foundations
Rhythm & Hues • Asylum VFX • Gentle Giant • Look Effects • 2006–2010

Look development, surfacing, world building, technical art, and artist leadership.

EDUCATION

Gnomon • Visual Effects
Delgado • Visual Communications
USC • Media Arts

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