

RONNIE CLELAND

CREATIVE AI PLATFORM ARCHITECT

ARTIST-FACING PRODUCTS + GENERATIVE MEDIA + WORKFLOW SYSTEMS

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PROFESSIONAL PROFILE

Creative AI platform architect, product builder, and visual-production specialist with 22+ years across feature animation, VFX, real-time look development, and artist tools. Co-founder of Lumify AI, building hands-on across creative direction, interaction design, browser-based creative tools, model integration, and production-ready workflow systems for image, video, and 3D.

CORE CAPABILITIES

CREATIVE AI + PRODUCT Artist-facing canvases, direct creative controls, UX architecture, workflow design, product strategy, feature definition, and acceptance criteria.

GENERATIVE + IMPLEMENTATION HTML, CSS, JavaScript, Python/Flask, REST APIs, model/provider adapters, generation routing, and hosted + local inference; working knowledge of PyTorch/CUDA, Diffusers, Transformers, and ComfyUI.

PRODUCTION + REAL-TIME Look development, lighting, composition, technical art direction, story and world design, Unreal Engine, Substance, Adobe Creative Suite, production review, surfacing, and materials.

PROFESSIONAL EXPERIENCE

LUMIFY AI | Co-Founder & Chief Creative Technology Officer

2024 - Present

Artist-first creative AI platform for image, video, 3D/world workflows, visual analysis, and production continuity.

- Co-founded and architected Lumify AI, an artist-first creative AI platform that translates visual-production intent into controllable image, video, and 3D workflows.
- Own product strategy, creative direction, and interaction design end to end, from visual canvases and direct controls to workflow rules, review states, and handoff.
- Built the responsive UI and Python/Flask REST-service architecture for model/provider routing, generation orchestration, runtime configuration, and result registration.
- Designed interaction constraints that preserve approved composition, framing, camera, lighting/material choices, and visual identity during AI-assisted work.
- Implemented production-ready job behavior: progress, cancellation, retries/recovery, comparison/history, metadata, exports, and auditable handoff.
- Integrated hosted APIs and local model services behind capability-aware interfaces that adapt valid controls and model choices to each task.

SELECTED LUMIFY SYSTEMS

DIRECTED IMAGE CONTROL Shift Light and Time of Day turn art direction into controllable light, shadow, atmosphere, and color while protecting framing, identity, and composition.

VIDEO + STORY WORKFLOWS Image-to-video, Director Pass, Living LookDev, Storyboard, and Camera workflows make shot intent, progression, generation state, and review decisions visible.

SPATIAL + 3D WORKFLOWS World View and related workflows extend a composition into navigable world, snapshot, asset, metadata, and project contexts without losing original visual intent.

PRODUCTION CONTINUITY Asset Vault, comparison, packages, Studio Sync, and production receipts preserve context, history, metadata, and handoff instead of treating generated output as disposable.

SELECTED PRIOR EXPERIENCE

FABLELIGHT STUDIOS | Digital Innovation 2023 - 2024

Collaborated with evolving artists to develop next-generation stories and workflows.

- Explored emerging visual-production approaches and helped shape creative opportunities where new technology, storytelling, and artist judgment needed to evolve together.

SPIRE ANIMATION | Unreal Look Development Designer 2021 - 2023

Developed worlds and concepts for Trouble with a previs team using Unreal Engine and Substance.

- Applied real-time world-building, look development, material, and visual-design judgment within a collaborative previs pipeline.

DREAMWORKS ANIMATION | 2010 - 2021

Department Chair | Look Development Supervisor | Environment Surfacing Lead

Feature-animation leadership across world building, look development, surfacing, shot quality, and artist collaboration.

- Surfacing, visual development, and World Building with production teams across The Croods 2, How to Train Your Dragon 3, Trolls Holiday Special, Boss Baby, Kung Fu Panda 3, Penguins, Home, The Croods, and Puss in Boots.
- Guided the translation of creative direction into practical assets, environments, materials, lighting, shot decisions, reviews, and pipeline-ready deliverables.
- Partnered across artists, leadership, and production to solve visual problems at feature-film scale while balancing quality, schedule, and evolving story needs.

RHYTHM & HUES | Texture TD 2008 - 2009

Primary texture artist on Land of the Lost, Night at the Museum 2, and Cirque du Freak.

ASYLUM VFX | Texture Artist 2008 - 2010

Texture work on The Curious Case of Benjamin Button, The Sorcerer's Apprentice, Prince of Persia, and commercial work.

GENTLE GIANT | Next-Generation Character Development 2007 - 2008

Digital artist and character/creature workflow contributor for next-generation releases, scans, feature-film, and toy-product work.

LOOK FX | Matte Painter & Roto Artist 2006

Rotoscope work on Pirates of the Caribbean 2, Rocky Balboa, and The Nightmare Before Christmas; matte painting for a NASA simulation ride.

SONY PICTURES IMAGEWORKS | Dust-Busting Roto Artist 2005

Dust-busting work on Ghost Rider and internal Maya and production training.

EDUCATION

Certificate of Visual FX - Gnomon, Hollywood, CA | Visual Communications - Delgado, New Orleans, LA | Media Arts - USC, Columbia, SC