

RONNIE CLELAND
CREATIVE AI PLATFORM ARCHITECT

I turn artist
judgment into
multimodal
creative systems.



01

ARTIST INTENT

02

MULTIMODAL UI

03

PLATFORM SERVICES

04

PRODUCTION
HANDOFF

20 YEARS IN ANIMATION + VFX → REAL-TIME → GENERATIVE AI
PRODUCT

DESIGN · ORCHESTRATE · SHIP

ARTIST-FIRST · FULL-STACK
PRODUCTION-READY

PORTFOLIO · 2026

My career moved from making shots to designing how artists make them.

The throughline is visual judgment—expanded from individual work into tools, systems, and product strategy.

01

20 YEARS

Animation + VFX

Composition, lighting, storytelling, review, iteration, and studio pipeline reality.

02

NEXT

Real-Time Technology

Faster feedback, interactive scenes, and a new relationship between artist and tool.

03

NOW

Generative AI Product

Lumify: artist-controlled multimodal workflows, shipped as a cohesive platform.

The reel changed. The qualification did not disappear—it became product judgment.

Lumify proves I can build an artist-first platform.

I stepped away from studio work to build the creative environment I believed artists would need next.

01 A coherent product

Not a disconnected collection of AI demos.

02 A visual point of view

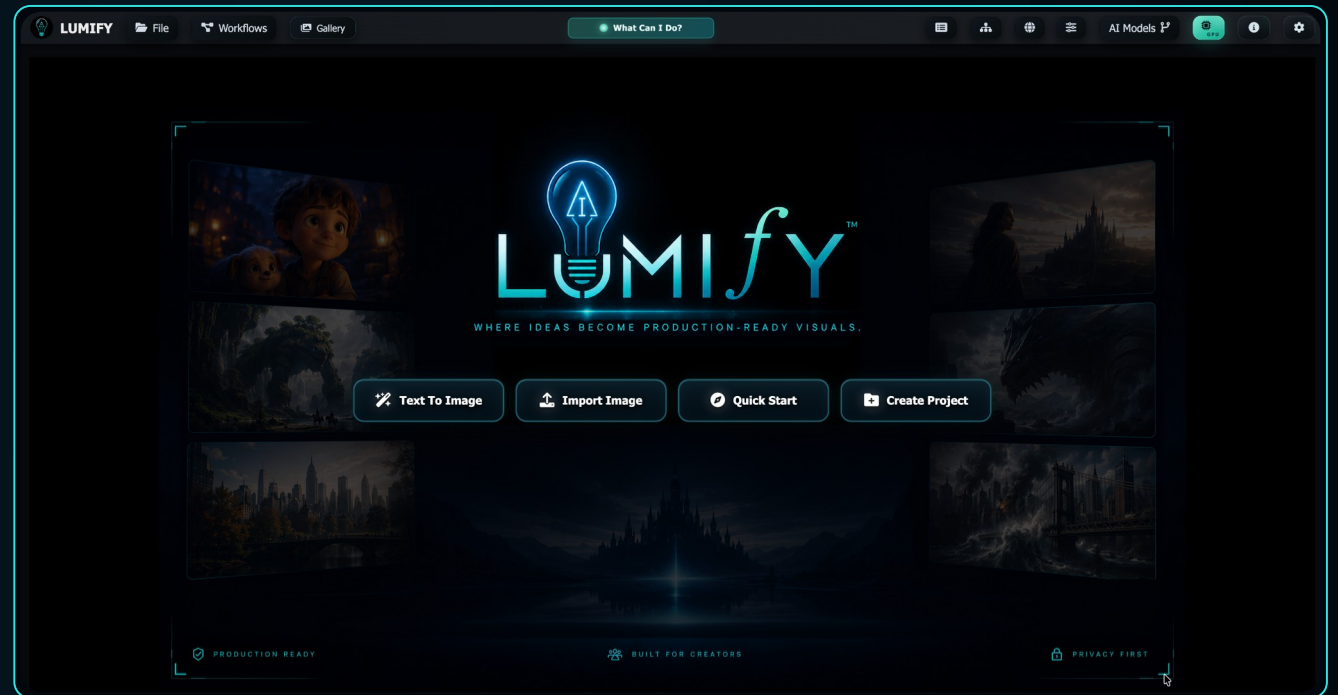
Brand, interaction, hierarchy, and creative tone.

03 A live B2C direction

With an architecture that can mature toward studio use.

04 A builder's commitment

Product decisions carried through interface and services.

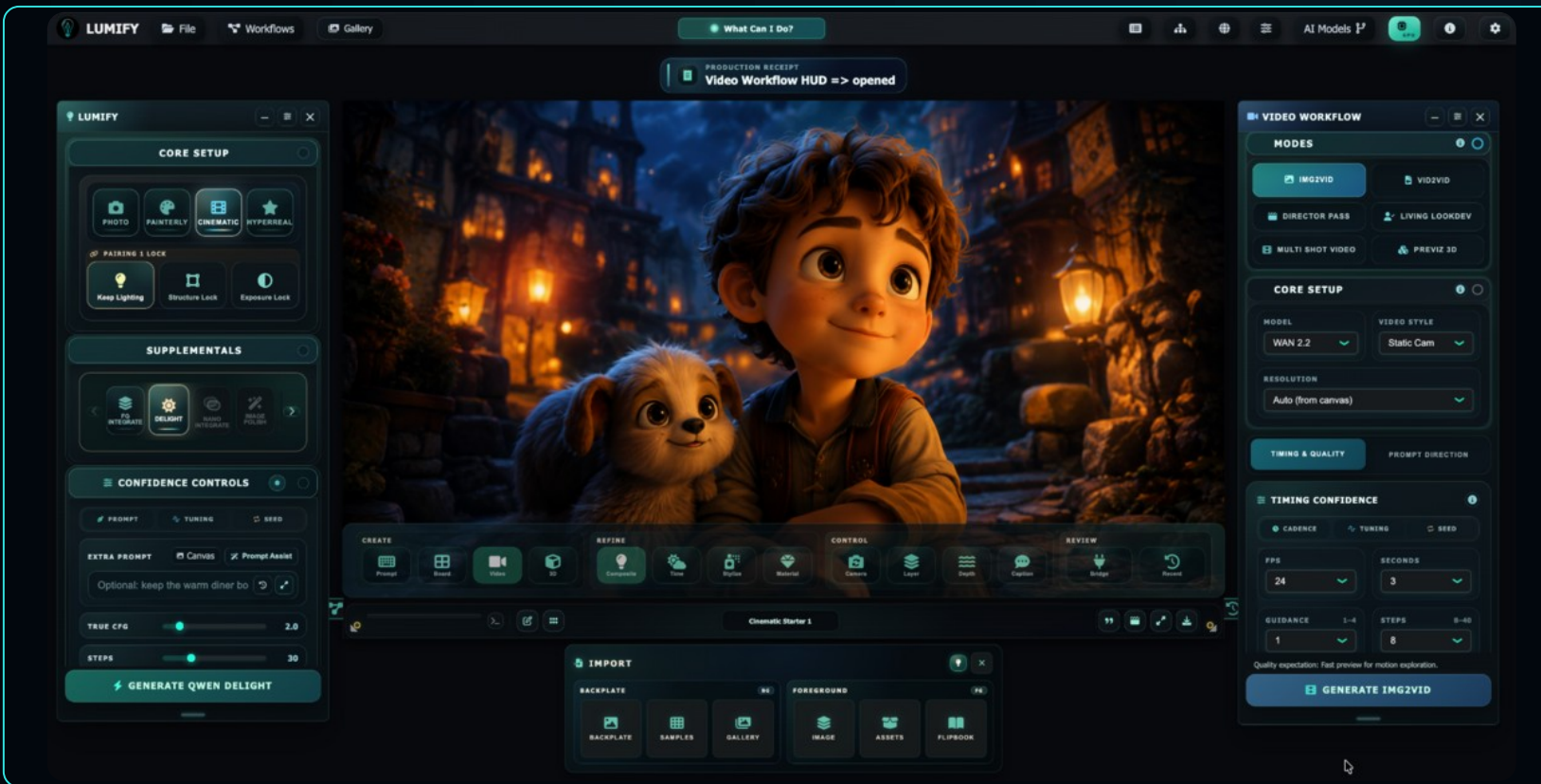


CO-FOUNDER & CCTO · LUMIFY

ONLINE · MULTIMODAL · CREATOR-FIRST

The interface translates production thinking into an approachable control surface.

The UI is designed around artist decisions—mode, structure, timing, confidence, comparison, and handoff.



01 Core setup

Style and structural intent before generation.

02 Workflow HUDs

Purpose-built controls for video, camera, light, depth, material, and more.

03 Confidence controls

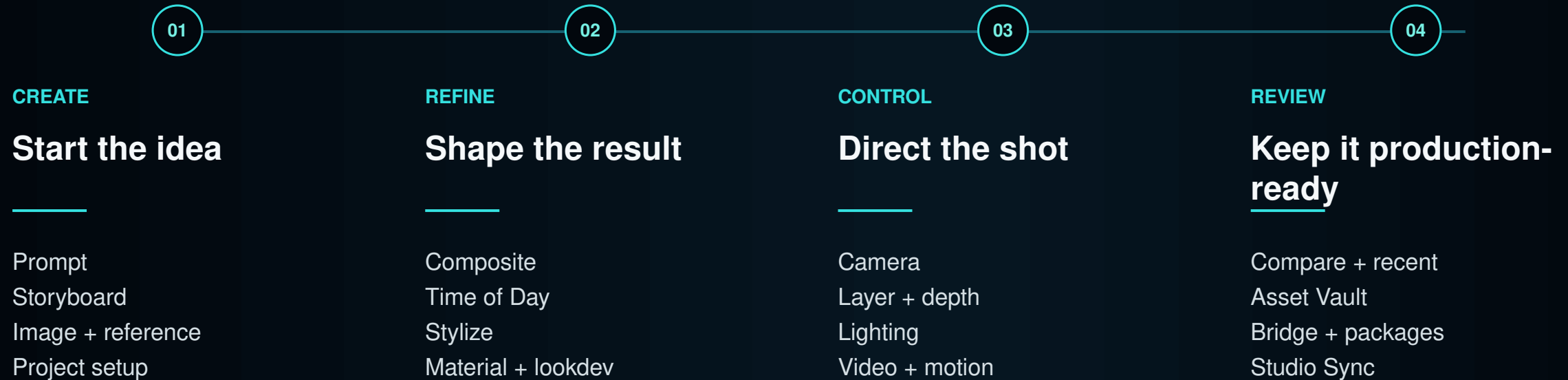
Timing, tuning, seed, steps, and model-specific parameters stay visible.

04 Production handoff

Import, gallery, projects, assets, packages, and review remain connected.

The product is a workflow system— not a model menu.

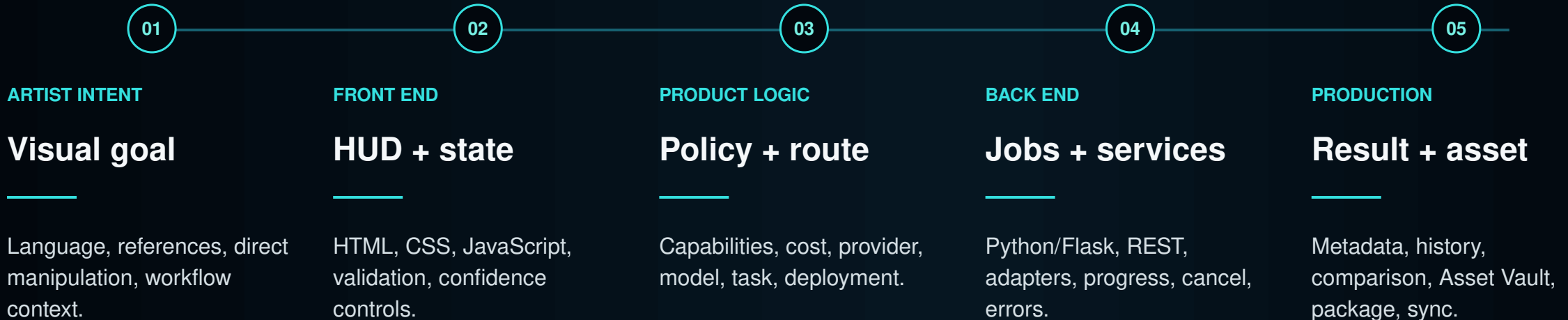
Models can change. The artist's creative progression should remain legible and stable.



A durable interaction language lets the platform swap, add, or retire models without making the artist relearn the product.

I work from interaction concept through backend execution.

My role is connective: translate visual intent into interface state, service contracts, model behavior, and a recoverable result.



MY ROLE

Connect all five layers.

The differentiator is continuity: the artist's intention survives every layer.

Multimodal breadth is organized around creative outcomes.

Lumify combines generation, refinement, control, analysis, and production handoff without losing the visual context of the work.

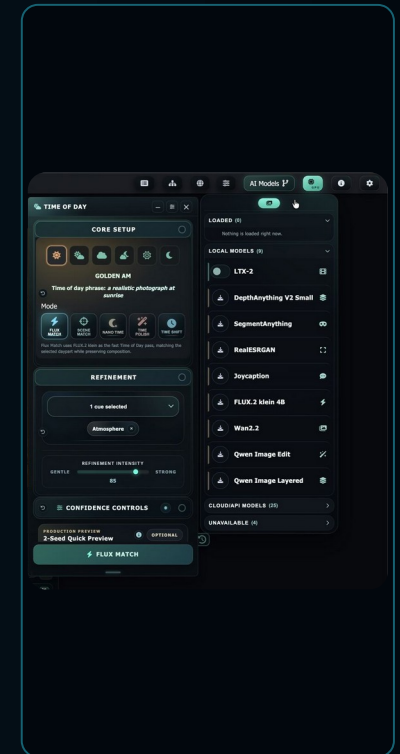
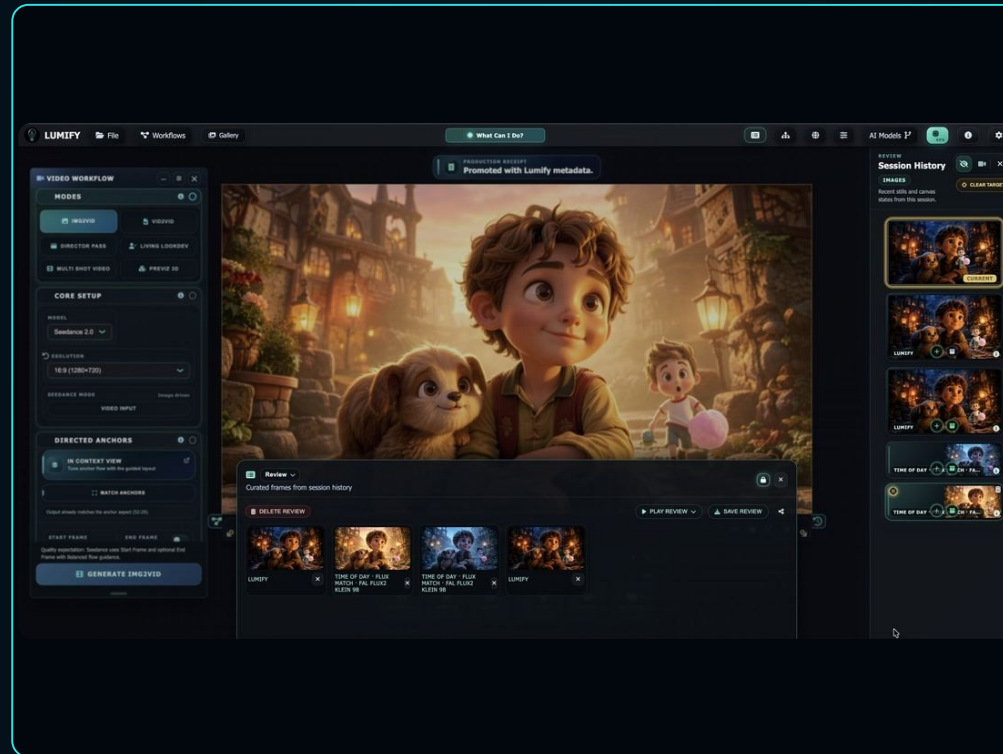
CREATE + REFINE

Image · reference · segmentation · depth · material · composite · camera · light

MOTION + HANDOFF

Video · storyboard · 3D · world view · review · assets · packages · bridge

HOSTED APIS + LOCAL MODELS



Production trust is designed into the experience.

A creative AI tool earns repeat use when artists can understand, reproduce, interrupt, compare, and carry the work forward.

- | | | |
|----|-----------------------|--|
| 01 | Repeatability | Seed, parameters, references, model route, and metadata remain connected to the result. |
| 02 | Visibility | Provider, model, task, timing, credits, progress, and confidence controls are surfaced. |
| 03 | Recoverability | Jobs expose progress, cancel, errors, recent history, A/B comparison, and promotion paths. |
| 04 | Portability | Asset Vault, export profiles, packages, shared directories, and Studio Sync support handoff. |

This is the difference between an impressive demo and a tool artists can build a practice around.

Shift Light turns visual judgment into a product contract.

The feature begins with an artist's request—move the light—then protects everything the request did not authorize changing.



ARTIST GOAL

Place or redirect the light source directly on the image; shape shadows and atmosphere without rebuilding the shot.

INTERACTION

A direct visual action becomes structured HUD state, model instructions, optional polish, and a visible generation path.

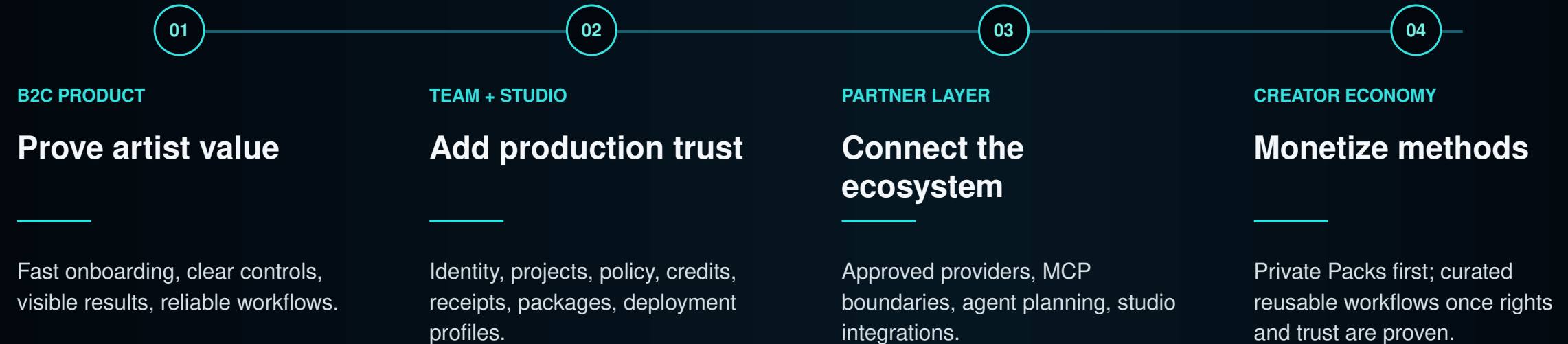
SYSTEM GUARDRAILS

Preserve camera, crop, subject identity, geometry, horizon, foreground placement, and the approved light origin.

My product instinct: make the creative action simple, then make the system responsibilities explicit.

The same product thinking extends from creator value to enterprise readiness.

B2C provides the proving ground. Studio adoption requires policy, deployment, billing, audit, rights, and partner boundaries.



I can help a team connect the creative experience, the technical boundary, and the business sequence.

My value sits at the overlap most teams split apart.

I can speak with artists, product leaders, designers, engineers, model providers, and partners without losing the creative objective.

CREATIVE JUDGMENT

20 years of animation + VFX
Composition, lighting, story, review
Artist vocabulary and trust

PRODUCT + UX

Workflow architecture
Interaction systems and visual hierarchy
Feature definition and acceptance
criteria

TECHNICAL EXECUTION

HTML/CSS/JavaScript
Python/Flask services and REST
Provider routing, jobs, assets, policy

SHIPPED CREATIVE AI WORKFLOWS

Not a handoff between disciplines—a continuous line from intent to implementation.

Bring me the creative problem that is still too visual, ambiguous, or production-specific for a conventional software team.

ROLES

- Creative AI Platform Architect
- AI Product Designer / Design Engineer
- Creative R&D Lead
- Generative AI Prototyping Lead
- Technical Art Director — Emerging Technology



WHAT I BRING

- Artist credibility
- Product judgment
- Visual systems
- Full-stack initiative
- Multimodal AI fluency
- Clear product storytelling

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