UTKARSH BRAMHANKAR

CREATIVE GENERALIST - AI, CONTENT & PRODUCT
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Summary

Creative generalist with **3+ years of experience** working at the intersection of creative production, generative AI, and product. Experienced across video, motion, content, AI workflows, and creative systems, with ownership spanning concept and scripting through production and final delivery. Builds repeatable AI workflows, prompt and context systems, and collaborates with creative and engineering teams to turn ideas into content and products.

Experience

Usuals
Jul 2025 - Aug 2026

Creative & Product Lead

- Worked within a four-person team building an AI video product, leading creative development while helping shape what the product should do and how it should work.
- Turned fragmented, multi-tool production setups into structured in-product workflows, bringing processes, prompts, and context into one system and reducing repeated manual setup.
- Designed reusable templates for character-led and brand/product videos that could generate content in minutes, defining the creative steps and inputs behind repeatable outputs.
- Built prompt systems and context-engineering approaches: what users should provide, how to structure it, and how the product should use that context to guide generation.
- Worked directly with engineers on feature behaviour, UX, user inputs, workflow design, and iteration; the product was tested by external users creating launch and product videos.

Little Unusual
2023 - 2026

AI Creative Director
Late 2024 - 2026

- Led AI-driven filmmaking and creative production for brand films, product launches, B2B client videos, and social content, owning projects from brief through creative approach, scripting/storyboarding, visual development, QA, and delivery.
- Became the team's go-to AI specialist, selecting tools and models and building prompt systems and workflows that integrated AI into production and expanded the work the team could take on.
- Led small creative teams of 3-5 people: assigned work, set direction and quality standards, reviewed output, unblocked teammates, taught AI workflows, managed timelines, and made final creative decisions.
- Worked directly with clients and founders to shape creative approaches, explain production choices, incorporate feedback and revisions, and occasionally advise on content topics and plans.
- Worked in a high-speed production environment, with some projects completed in two days and complex work reduced from roughly 15 days to about one week.

Animation & Video Production
2023 - Late 2024

- Worked across video editing, motion graphics, animation, and compositing, progressing from handling individual sequences and styles to taking responsibility for complete video projects.

Independent / Freelance Creative
2022 - Present

Creative production for Web3 and early-stage startups

- Worked on product and website launch videos, brand films and explainers, design, video editing, motion graphics, and broader creative production, managing project work from brief through delivery.
- Selected clients/projects include Solana, Marinade, Jupiter, Rome Protocol, Superteam, and Wisteria.

Scale & Results

100+ videos	50+ projects	50+ brands
10+ videos above 100K views	**1M+** views on multiple videos	**3-5** person teams led

Skills

AI & Creative Systems: Generative AI, Prompt Systems, Context Engineering, ComfyUI, AI Workflow Design, Creative Direction
Creative Production: Video Editing, Motion Graphics, Animation, Compositing, Storyboarding, Visual Development
Product & Technical: UX / Product Thinking, Feature Design, Workflow Design, API Usage, Automation, Basic Python, Cross-functional Collaboration
Tools: After Effects, Premiere Pro, Blender, Figma, Illustrator, ComfyUI, Veo, Kling, Seedance, Seedream, Higgsfield, Topaz

Education

B.Sc. Animation - 2023 Asian Academy of Film and Television