

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

Little Unusual

Dec 2023 - Present

AI Creative Lead

- Own creative projects end-to-end, from understanding briefs and developing concepts, scripts, and storyboards to defining the AI approach, production, review, and final delivery.
- Became the team's go-to person for generative AI, helping integrate AI into creative production through tool selection, prompt systems, workflows, and repeatable processes.
- Lead small creative teams of 3-5 people, assigning work, setting creative direction and quality standards, reviewing output, solving production problems, managing timelines, and making final creative decisions.
- Work across AI, video, motion, and content for brands and products, adapting my role to the needs of each project - from leading creative direction to owning a major part of the AI workflow.
- Collaborate with clients, founders, creatives, and engineers to shape creative approaches, solve production problems, and determine how AI can be applied effectively.

Usuals

Jul 2025 - Aug 2026

Creative & Product Lead

- Part of a 4-person team building an AI product for creative and video production, leading the creative side while helping shape the product itself.
- Turned fragmented, multi-tool production processes into structured workflows within the product, reducing manual prompting and scattered context.
- Designed reusable templates for character-led and brand/product videos that enabled content to be produced in minutes.
- Built prompt and context systems, defining what information the AI should receive, how it should be structured, and how user inputs should translate into outputs.
- Worked directly with engineers on features, UX, user inputs, workflows, and iterations to translate creative requirements into product experiences.

Independent / Freelance Creative

2022 - Present

Creative production for Web3 and early-stage startups

50+ brands across product launches, brand content, video editing, design, motion, and creative production. Selected clients 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