

RAFFY DEMATAWARAN

AI VIDEO CREATIVE DIRECTOR & PRODUCER

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[AI Video Portfolio](#) | [Main Creative Portfolio](#) | [AI Tech Portfolio](#)

PROFESSIONAL SUMMARY

Hands-on AI video and multimedia production leader with 20+ years of experience across creative direction, video production, motion graphics, 3D animation, product storytelling, and AI-assisted workflows. Led global multimedia production and managed a creative team at TCL Communication / Alcatel Smartphones. Current work includes AI video production, generative image and video evaluation, video reframe QA, creative quality review, and repeatable content systems through Upwork and The Elite Videopreneurs. Top Rated Plus on Upwork with 100% Job Success.

CORE SKILLS

Creative Leadership and Production: Creative Direction | Art Direction | Multimedia Production | Creative Team Leadership | Cross-Functional Collaboration | Contractor Briefing | Campaign Asset Production | Quality Review

Video, Motion, and Product Content: Video Production | Video Editing | Motion Graphics | 3D Animation | Product Visuals | Product Rendering | Product Storytelling | Visual Storytelling | Storyboards | Style Frames | Post-Production

AI and Workflows: AI Video Production | AI Image Generation | Generative AI Evaluation | AI Workflow Testing | AI-Assisted Editing | Prompt Engineering | AI-Assisted Production Workflows | n8n Automation

PROFESSIONAL EXPERIENCE

AI Video Producer, Creative AI Workflow Specialist, and Motion Designer

Upwork - Remote / Global | May 2025 - Present

- Delivered AI video production, video editing, animation, social advertising, and creative QA projects for clients in technology, entertainment, education, ecommerce, and media.
- Evaluated generative AI images and videos on Adobe-related Upwork Enterprise projects, reviewing output quality and supporting improvements to AI-assisted creative workflows.
- Reviewed AI-assisted video reframing for subject placement, cropping, and text or logo readability, and completed creative quality checks related to Adobe After Effects and Premiere workflows.
- Produced AI-assisted commercial property walkthroughs, short-form edits, Instagram Reels, social ads, AI UGC concepts, and cinematic animation concepts.

Founder and AI Video Content Strategist

The Elite Videopreneurs - Global / Online | Jan 2024 - Present

- Founded a video content service that turns long-form footage into optimized short-form videos for YouTube Shorts, LinkedIn, Instagram Reels, and TikTok.
- Built AI-assisted workflows for scripting, visual direction, editing, captions, SEO descriptions, thumbnails, content calendars, and multi-platform delivery.
- Delivered branded video systems for creators, founders, consultants, and startups using generative AI tools and n8n automation.
- Created modular content frameworks, creative templates, and repeatable workflows to reduce manual production work and support consistent publishing.

Multimedia Design Manager

TCL Communication / Alcatel Smartphones - Shenzhen, China | Aug 2009 - Apr 2025

- Led global multimedia production for Alcatel smartphone and smart-device marketing across 3D animation, product visuals, motion graphics, product videos, retail mode videos, photography, and post-production.
- Produced and managed 1,000+ campaign-ready assets for TV, YouTube, social media, retail, trade shows, product launches, and internal marketing.
- Led 80+ animation, rendering, product video, and commercial projects using After Effects, Premiere Pro, Photoshop, Blender, Cinema 4D, and KeyShot.
- Managed, trained, and reviewed the work of 10+ designers, editors, animators, and production specialists.
- Reduced reliance on outsourcing by building in-house capabilities in 3D rendering, AI-assisted content, motion graphics, photography, and post-production.
- Coordinated localization and regional feedback for global launch assets, maintaining brand consistency across markets and languages.

PROFESSIONAL EXPERIENCE - CONTINUED

Art and Product Design Manager

Tomex Metal and Paper Products Ltd. - Shenzhen, China | Nov 2004 - Aug 2009

- Led product, packaging, and marketing design for international customers across the United States, Europe, and Asia.
- Created product concepts, packaging visuals, catalogs, and seasonal campaign assets for global buyers, partnering with sales and production teams on presentation and market fit.

Senior Artist and Product Designer

D'Sily Industry Co., Ltd. - Shenzhen, China | Nov 2002 - Nov 2004

- Designed trend-responsive products for global trade shows, including the Canton Fair, and collaborated on product visuals, packaging direction, and buyer-facing presentations.

Product and Packaging Designer

Dahlmann Group - Shenzhen, China | Nov 2001 - Nov 2002

- Designed packaging, product visuals, and presentation materials for lighting products marketed in Germany.

SELECTED PROJECTS

- Adobe-related AI Image and Video Workflow Evaluation: Evaluated generative AI images and videos, reviewed output quality, and supported AI workflow improvement for creative production use cases.
- Video Reframe Evaluations: Reviewed reframing accuracy, subject placement, cropping, text or logo readability, and final-frame quality for AI-assisted video workflows.
- AI-Generated Commercial Property Walkthrough Video: Created AI-assisted visual storytelling and edited a commercial property walkthrough video for presentation and marketing use.
- Instagram Reel Editing: Edited short-form videos with fast turnaround, clean pacing, captions, and client-requested revisions.
- Neon Noir Animator - Crime Thriller Teasers: Developed cinematic animation concepts using noir lighting, dramatic framing, atmosphere, and stylized storytelling.
- Short-Form Science and Tech Content: Created short-form content using scripting, visual direction, editing, and social-first pacing.

TOOLS

Adobe Premiere Pro | Adobe After Effects | Photoshop | Illustrator | Blender | Cinema 4D | KeyShot | CapCut | Canva | ChatGPT | Claude | Perplexity | MidJourney | Ideogram | Flux | Runway | Kling | Luma | Pika | Google Veo | Google Imagen | ElevenLabs | Suno | n8n | GoHighLevel | Notion | Trello | Google Workspace | Telegram | Google Drive

EDUCATION

Bachelor of Science in Industrial Design | Mapua Institute of Technology - Manila, Philippines

AWARDS AND HONORS

Outstanding Employee of the Year - TCL Industries, 2020 | Excellent Individual Award - Global Product Marketing, 2012 | Excellent Employee of the Year - TCL Communications, 2011
Multiple 1st Place Wins in Global Art and Design Competitions, 2010-2022 | Macro Photography Feature - Digital Photographer Magazine | \$8,000 Synth Design Competition Winner - 99designs

LANGUAGES

English - Fluent written and spoken | Mandarin - Fluent spoken | Tagalog - Native