ALEX PILIAEV

AI Generalist

Advertising content, hybrid production and design

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PROFILE

AI Generalist with over 3 years of experience in commercial design and content production. Worked on projects for Electrolux, Centara and Pavilions Group, and contributed to a series for TV and streaming platforms. I create advertising videos and product content from concept to final delivery and develop AI and hybrid workflows. Produced **10–20** original videos per month with **up to 1 million** views, and automated the production of **20–50** short videos per day. Created a package of 10 AI videos with a production budget of around **$1,500,** sold by the company for approximately **$35,000**.

CORE SKILLS

- Creative development: brief analysis, concept development and presentation, scripts, storyboards, references and prompts.
- R&D: testing models and workflows for quality and cost; templates, prompt libraries and guides for repeatable production.
- Production: live-action footage + 3D + AI, product images, characters, costumes, locations and multi-scene video; editing, sound, colour, retouching, local fixes, upscaling and localisation.
- Design and planning: websites from scratch, logos, brand identities, packaging, digital and outdoor advertising; schedules and approvals, cost estimates, contractor briefs and quality control.

WORK EXPERIENCE

Adapt Brand Consultants

AI Content Creator / Designer | Since February 2026

- **Centara — ongoing content:** created around **10 videos** per month, each 2–5 minutes long: hotel advertising, staff training and a concept film for private investor presentations ahead of new hotel openings. Developed concepts, scripts and storyboards, filmed on smartphones, prepared AI materials and worked with a video editor in a hybrid production workflow.
- **Centara — a separate AI video package:** created **10 videos** with production costs of around **$1,500**; the company sold it to the client for approximately **$35,000**.
- **Pavilions Group:** built an automated workflow using Higgsfield MCP: **20–50** simple 10-second videos from photos per day.
- **Pavilions Group:** created social media and targeted advertising content to support conversion goals and control production costs.
- **Valentis:** created **20 videos** per month with landscape and portrait variations to present drilling equipment to clients and investors.

Series for TV and Streaming Platforms

AI Generalist | Project under NDA | September — November 2026

- Image and video production using a hybrid 3D + AI workflow. Developed and presented concepts; worked on characters, costumes and locations based on the director's briefs. Delivered **10 approved assets** per day, working through **100 variations**.
- Turned sketches into realistic images, created new views and assembled scenes while preserving appearance, geometry and composition. R&D to improve generation efficiency and control costs; applied director feedback while keeping approved elements.

Electrolux APAC

AI Content Production | January — May 2026; later projects through Adapt

- Independently produced **10–20** original videos per month, each up to 30 seconds long, in landscape and portrait formats for Facebook, Instagram, TikTok, TikTok Shop, Shopee and Lazada, with **up to 1 million** views.
- Created Thai and English adaptations for Thailand and Singapore, using ElevenLabs for localisation.
- R&D: introduced 3D and CAD mockups to preserve product shapes and details. Improved generation budget efficiency by **40%** by reducing iterations.
- Tested **3 different workflows** to optimise content production costs.

Abagency

Graphic Designer | June 2025 — January 2026

- Developed websites, brand identities, packaging and creative sets for marketing campaigns, social media posts and stories.
- Prepared advertising designs for production, worked directly with suppliers and placed production orders.

Lider

Designer / Print Operator | January 2024 — August 2025

- Created around **5–10 designs** per day, depending on complexity.
- Built sales through Avito: **RUB 400,000** in monthly sales with a **RUB 15,000** advertising budget.

Autoexpert

Graphic Designer | June 2023 — March 2024

- Created YouTube thumbnails, visuals and copy to promote a car dealership and vehicle import services.
- Handled client tasks from brief clarification to production handoff, adapting and revising designs and preparing production-ready files.

TOOLS

Concepts: Claude, ChatGPT, Codex. Images: Midjourney, GPT Image, Seedream, Nano Banana.
Video and automation: Higgsfield / MCP, Seedance, Kling, Hailuo.
Post-production: Premiere Pro, CapCut, After Effects, Photoshop, ElevenLabs, Topaz, Magnific.
Design: Figma, Illustrator, CorelDRAW.

EDUCATION AND LANGUAGES

UX/UI design courses | 2023–2024

Vocational education: Automation of Technological Systems and Processes | 2019–2023

Russian: native. English: B2.