

Founder, brand builder and creative operator with **20+ years across consumer products, commercial projects, digital experiences and content.**

I have built consumer brands and products from scratch, combining product concept, visual direction, photography and video, digital experiences, social content, acquisition, sales and customer behaviour rather than treating brand as a separate design exercise.

More recently my work has become strongly AI-native: I build working product demos, AI companion experiences, generative image and video workflows and customer-facing digital products using AI coding agents, models and custom software.

RELEVANT TO BRAND, VIBES & GTM

Brand from zero
La Cortigiana · F-Lab · Sovoque

AI-native builder
Idea → demo → product → content → launch

Creative + commercial
Brand, content, acquisition, conversion and sales

Leadership
100+ projects · creative, technical and production teams

CONSUMER BRAND & CREATIVE DIRECTION

La Cortigiana · Founder & Managing Director 2017 — Present

Built an international niche consumer brand from scratch, owning the product, visual world, content, e-commerce, commercial model and customer experience.

- Developed the brand's identity and visual language across products, photography, video, packaging, web, social media and campaign content.
- Built physical products and personalization concepts from idea through prototyping, materials, production, packaging and customer delivery.
- Personally produce and direct photography, short-form video, product imagery, social content and generative-AI creative.
- Built and run the full e-commerce experience including product presentation, landing pages, checkout, pricing, SEO, analytics and conversion optimization.
- Own customer acquisition and commercial performance across organic search, social, niche communities, email, Meta Ads and direct customer relationships.
- Continuously test products, positioning, messages, creative formats and offers based on real customer response rather than internal preference.
- Individual short-form content has reached approximately **1M organic views**.
- Work directly with creators, models, customers, suppliers and partners across international markets.

Brand identity · Consumer product · Creative direction · Photography · Video · Social · E-commerce · GTM · Sales · Conversion · AI creative

AI-NATIVE PRODUCT & GTM

F-Lab · Founder / Product & Creative Direction 2025 — Present

Built an AI-native consumer product ecosystem combining companion experiences, interactive products, image generation, games, payments and monetization.

- Conceive product ideas and move directly into working prototypes using AI coding agents, APIs and lightweight custom development.
- Built an AI companion experience with persistent memory, character personality, relationship state, image generation, customer accounts, credits and payments.
- Create product interfaces, landing concepts, demos and launch assets rapidly rather than waiting for a long traditional production cycle.
- Use generative AI across image, video, copy, prototyping, coding and creative testing.
- Design product mechanics around engagement, progression, gamification, pricing, usage limits and monetization.
- Work across product, creative, technical implementation and commercial decisions as one connected process.
- Test new ideas through real products and audience behaviour, then improve or discard them quickly.

Vibecoding · AI product · Consumer AI · Working demos · Companion design · Generative creative · GTM experiments · Gamification · Monetization

CREATIVE LEADERSHIP & COMMERCIAL DELIVERY

Founder & Managing Director 2012 — 2016

WowAgency

Brand experiences · Production · Events · Public projects

- Founded and led a project company delivering more than **100 complex commercial and public projects**.
- Pitched concepts, proposals and creative directions directly to senior clients and decision-makers.
- Managed designers, creative teams, production companies, suppliers, technical contractors and on-site teams around one coherent project vision.
- Owned budgets, priorities, deadlines, supplier selection, production decisions and final delivery.
- Managed projects with budgets reaching approximately **\$2M** and won more than **40 competitive tenders**.
- Delivered brand and customer experiences for Chanel, Cartier, Moncler, Radisson and major public-sector clients.
- Worked in environments where ideas had to survive real production constraints, changing requirements and immovable launch dates.

Senior Project Manager 2008 — 2012

BeProActive

Luxury · Fashion · Automotive · Brand activation

- Managed creative and production projects for Cartier, Chanel, BMW, Pirelli, Vogue and other international brands.
- Coordinated client, creative, design, production and external teams through concept, approval and execution.
- Managed estimates, production schedules, budgets, suppliers and high-pressure deadlines.

Web & Intranet Project Manager 2004 — 2008

Hewlett-Packard

Russia / CIS

- Managed regional digital projects and corporate web experiences across Russia and CIS.
- Coordinated business stakeholders, regional teams and technical specialists in a multinational environment.

SELECTED PRODUCTS & CREATIVE WORK

Sovoque

Built a visual and digital studio concept combining photography, video, websites, AI content, automation and digital services for local businesses.

Sovoque Guest

Designed an AI guest concierge with its own customer experience, multilingual flows and host-side tools.

Norty Pig

Rebuilt a niche adult-content project and tested new visual, community and AI service concepts. Grew an experimental social account from zero to around 3,700 followers in approximately three months.

AI Creative Production

Daily hands-on work with image and video generation, identity consistency, concept development, visual testing, editing and AI-assisted production.

HOW I WORK

- I prefer making the idea visible quickly — prototype, mock-up, demo, video or working page — rather than discussing it for weeks.
- Brand is not decoration to me. Product, tone, interface, content and commercial promise need to feel like the same thing.
- I can move between creative people, developers, executives, suppliers and production teams without losing the original idea.
- I use AI tools to compress the distance between idea and execution, not simply to generate more content.
- I am comfortable making decisions under tight deadlines and changing direction when the audience proves an assumption wrong.

BRAND & CREATIVE

Brand Building

Identity · Visual language · Positioning · Product presentation · Web · Social · Packaging · Launch assets

Creative Direction

Photography · Video · Generative imagery · Campaign concepts · Content direction · Visual consistency

GTM

Product launches · Landing pages · Teasers · Social · Positioning · Offers · Audience testing

AI-NATIVE BUILDING

ChatGPT / Codex
Claude
Gemini
AI coding agents
Image generation
Video generation
AI companion systems
Prompt architecture
Rapid demos
Product prototyping

PRODUCT & GROWTH

Product concepts
User journeys
Pricing
Monetization
Conversion
Customer behaviour
SEO
Meta Ads
Organic social
Email
Communities
Experimentation

LEADERSHIP

Designers
Content creators
Production teams
Developers
Suppliers
Contractors
Senior stakeholders
Budgets & deadlines

TECHNICAL

Node.js / Express
APIs & Webhooks
n8n
SQLite
Docker / PM2
WordPress / WooCommerce
Analytics / event tracking
Payment integrations

SELECTED NUMBERS

SELECTED WORK

La Cortigiana
la-cortigiana.it

Sovoque
sovoque.com

F-Lab
f-lab.xyz

Norty Pig
nortypig.xyz

20+
years across digital, creative and commercial projects

100+
complex projects delivered

40+
competitive tenders won

1M+
organic views on individual content

EDUCATION

Moscow Aviation Institute
Engineering Degree
Robotics & Intelligent Systems

LANGUAGES

Russian	Native
English	B2
Slovenian	Intermediate
Italian	Basic