

Michael James Owusu

Creative Technologist | AI Creative

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Portfolio: michaelowusu.com | Studio: miracontent.studio | GitHub: github.com/mirasolutions06

PROFILE

Creative technologist and AI creative with 50+ self-initiated campaign concepts across product, beauty, fashion, beverage and lifestyle. Founded Mira Content Studio, developing its brand, portfolio and tools for producing coordinated imagery and motion. Work spans art direction, Blender previs, generative production, editing and digital delivery. Combine visual judgement with hands-on coding to keep creative direction consistent and reduce manual production work.

CAPABILITIES

Art direction and design: Campaign concepts, product imagery, static ads, social graphics, visual identity, typography and layout; Figma and Canva

Video and motion: Storyboarding, Blender previsualisation, camera and motion planning, image-to-video direction, continuity, pacing, transitions and captions

AI production: Midjourney and Gemini imagery; Kling and Seedance video; ElevenLabs voiceover; Whisper transcription; Remotion and FFmpeg composition

Creative technology: Rapid prototyping with Claude Code and Codex, TypeScript, Python, React, APIs, workflow automation and Cloudflare deployment

EXPERIENCE

Founder and Creative Technologist

Jan 2026–Present

Mira Content Studio / Mira Solutions, London

- Launched Mira Content Studio with a visual identity, responsive portfolio, three creative-service packages, live checkout and an adaptive briefing flow.
- Art directed 50+ self-initiated campaign concepts, translating brand references into lighting, composition, colour, material and subject choices across product images, ad layouts, social graphics and short-form motion.
- Established first-frame review before full production so an approved visual direction carries through the campaign and its channel-specific exports.
- Designed reusable social templates and built asset renderers that maintain consistent typography and layout while accommodating each campaign's visual style.

SELECTED CREATIVE TECHNOLOGY PROJECTS

AI Product Imagery and Art Direction

- Built a single workspace for briefs, references, shot planning, image generation and review, saving production time by reducing app-switching and repeated setup.
- Direct lighting, lens, composition and materials; use an approved anchor image to guide visual consistency across scenes, and retain selection notes for future campaigns.
- Reduce image-generation costs with lower-cost drafts, premium generation only for selected finals and targeted scene revisions; reusing unchanged outputs incurs no additional generation charges.

AI Video and Motion Production

- Created a reusable creative-director workflow connecting briefs, storyboards, video, voiceover, captions and final composition, saving time on manual handoffs between production tools.
- Use Blender previs to plan camera movement and motion, then guide generation with prepared starting and ending frames and previous-scene references to maintain visual continuity.
- Reduce rework and repeat generation costs by reviewing storyboards before paid video generation and replacing only weak shots, preserving approved clips instead of restarting the sequence.

Editorial Design and Social Publishing

- Built and operate a football content workflow that finds stories, drafts copy, prepares imagery and publishes reviewed Instagram posts within minutes; published 40 posts and Reels to date.
- Shape each post through story selection, caption options, image choice, subject cut-outs, reframing, headline treatments and branded layouts.
- Turn supplied clips into Reels with contextual copy, branded motion cards and source credits; retain control through editable previews and explicit publishing approval.

EARLIER CAREER

Founder and Operations Manager

Jan 2023–2026

MIRA Properties, London

- Ran pricing, guest acquisition, suppliers, maintenance and daily operations for a short-let business, maintaining a 4.8-star guest rating and 77% average occupancy.
- Used n8n and Claude workflows to reduce manual guest communication by more than five hours per week.

Internal Operations Associate

Jun 2022–Nov 2022

Datto, Hammersmith

- Resolved more than 200 Windows and macOS support tickets monthly and supported a 500-plus-user Google Workspace to Microsoft 365 migration.

Business Operations

May 2021–May 2022

Motherland Organics, London

- Supported Shopify, Amazon and social-commerce operations across fulfilment, inventory and customer communications; process improvements contributed to approximately 20% revenue growth.

Assessment Operations Administrator

Feb 2019–Apr 2021

AAT, Barbican

- Managed approximately 250 student appeals monthly and coordinated marking across more than 20 assessments in a regulated, GDPR-sensitive environment.

EDUCATION

BA (Hons) Business Studies, 2:1 | University of Greenwich