

Michael James Owusu

I direct AI product campaigns and short films, and build the software I make them with.

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portfolio



01 · SYSTEMS

Software I built for AI production

Content Studio Engine ↗

Local studio and CLI for directed AI product photography: lint gate, priced dry runs, human selection, versioned finals.

► Watch

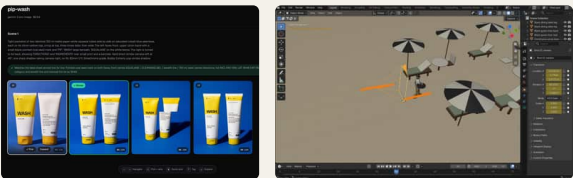
AI commercial production pipeline ↗

Blender previs as motion input, one adapter per fal video model, cost previews, versioned takes, FFmpeg cuts.

Human-approved social publishing pipeline ↗

Football stories to branded posts, carousels and reels, approved in Telegram before Instagram. 342 offline tests.

Systems PDF ↗



02 · CAMPAIGNS

Stills and static ads for four concept brands

How the images are made ↗

One prompt part by part, where the realism comes from, and how products and people stay consistent.

Pip ↗

Code-built labels carried into packshots, line-ups, talent and eight ads.

LIDO cold brew ↗

One can system across caps, lifestyle, mosaic and seven ads.

Nula earplugs ↗

Matched angles in two colourways, with written product rules.

JACI SS26 ↗

One model and outfit held across seventeen street frames.

Static ads ↗

Thirty-four ads: briefs, copy choices, layout rules and checks.

Campaigns PDF ↗



03 · FILMS

Short films from campaign stills and Blender previs

LIDO: Beach Without the Rush ↗

Five shots on one Blender set, Wan 3.0 Prime; five first takes kept, about \$0.82.

► Watch

PIP: PRESS & WASH ↗

Two shots cut on the beat; previs drove Wan 3.0 Prime at 720p.

► Watch

JACI and Nula films ↗

Single continuous takes with Gemini Omni Flash, graded and reviewed.

► Watch

Films PDF ↗

