

# Artem Protasov

## Head of AI Innovation

Director of Creative R&D & AI Architect with a solid background in Media Management (MA, HSE). I specialize in bridging the gap between generative AI engineering and high-end media production. Over the past 3 years, I have successfully launched 6+ international AI-driven ventures and built scalable automation pipelines for top-tier creative agencies. My focus is on transforming traditional production workflows into high-efficiency AI ecosystems without compromising artistic integrity.



## Professional Experience

- Founding Experience | Lead AI R&D Architect Self-led International AI Ventures | 2022 – Present
- Instinct Creative Agency [BBDO Group] | Head of AI Innovation | 2024 – 2025
- FMT.JETLAG / FollowMeTo | Creative Director of VFX & AI International | 2023 – 2024
- Modern Vision | CEO & Founder | 2021 – 2023
- Chicken Curry | 2022 – 2023 | Creative Studio | AI R&D Director
- PopShot I | 2021 – 2023 | Production Studio | Senior AI Multimedia Expert

## Founding Experience

- Storyliner AI | Founder & Lead Architect | 2024 – Present | Automated Storyboard Creation System for Film & Advertising
- StickerPunk AI | Founder & Product Lead | 2025 – Present | Conversational AI Agent for Automated Ready-to-Use Sticker Pack Generation
- AI Listing Studio | Founder & R&D Lead | 2024 – 2025 | End-to-End E-commerce Optimization Suite
- Video Analyser | AI Strategy Tool | 2025 | Automated Deep Analysis of Advertising Video Content
- Trender | AI Trend-to-Brand Engine | 2023 – 2024 | Trend-Based Marketing Copy Generation System
- AI Voice Sales Assistant | Conversational Commerce AI | 2024 | Real-Time Voice-Based Product Consultation & Website Navigation

## Education

- 2024–2026 | MA in Media Management, HSE University. Track: Management of Media Companies.
- 2020–2024 | BA in Media Communications, HSE University. Track: Media Technologies

## Expert Skills

- GenAI Architecture & Systems Design
- AI Pipeline & Workflow Automation
- Product Strategy & Venture Scaling
- Strategic R&D & Innovation Management
- Executive Creative Direction
- Applied Machine Learning & LLMs
- Data-Driven Insights & Visualization
- Full-Stack AI Integration [Python]

## Language

- English [C1] - Proficient
- Russian [C2] - Native

## Contact Info

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