

ANDY TU

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AI Content Creator / Visual Storyteller & Cinematic Strategist Certified Digital Marketing Professional

Creative Strategist & AI Content Innovator with 15+ years creating visual content across fashion, tech, real estate, entertainment, and Web3. Experienced in both startups and global brands, blending photography, filmmaking, and generative AI to deliver emotionally driven campaigns, branded content, and original films. Projects have driven 500% social growth, increased revenue, and lead to new creative pipelines using emerging technologies. Brings a creative background in film, animation, and narrative storytelling with a deep focus interest in the future of visual media and creative technology.

Achievements: Recipient of multiple creative awards, including **Honorable Mention at Project Odyssey AI Film Festival** for original work in AI filmmaking. Recognized by **Portrait Photo Awards** for excellence in international portrait photography, and awarded the **Pixologic ZBrush Artist Award** for graduate thesis work on *God of War*. Honored by **Academy of Art University** with **Award of Excellence in Animated Short Film** at Spring Show.

CORE COMPETENCIES

Generative AI Content Creation | Film Production | Visual Storytelling & Narrative Design | Photography | Photo & Video Editing | Prompt Engineering, Script & Creative Writing | Copywriting | AI Training & Model Feedback | Storyboarding & Cinematic Composition | Content Strategy Development | Creative Workflow Design | Multi-Platform Content Strategy | SEO & Content Structuring | E-commerce Visual Optimization

PROFESSIONAL EXPERIENCE

Video Data Collection Moderator | Apple – San Jose, CA 06/2016 – Present

- Collected, captured, and curated high-quality video content to support training and validation of Apple's proprietary AI and machine learning models across visual and multimodal applications.
- Performed advanced labeling and annotation of datasets to ensure accuracy, consistency, and model alignment, contributing to scalable training data pipelines for emerging visual AI systems.
- Collaborated cross-functionally with AI research and engineering teams to refine capture protocols, optimize data formats, and support evolving model input requirements.
- Identified data anomalies, maintained QA standards, and provided critical feedback to improve iterative testing cycles and enhance the realism and usability of model training environments.

Ecommerce Brand Content Creator | Rezieence – San Jose, CA 06/2016 – Present

- Executed cross-platform visual content strategies for fitness, fashion, and commercial brands, blending traditional media production with generative AI tools to enhance engagement and conversion. Created high-impact photography, video, and AI-generated imagery for web, social media, and digital marketing campaigns, contributing to increases in brand visibility and online sales performance.
- Applied image classification, segmentation, and refinement using AI platforms and Photoshop-based matting techniques to support scalable creative workflows and consistent visual quality.
- Labeled, categorized, and prepared photography-related datasets to support creative automation and ensure reliable training material for both internal and client-facing AI projects.

Sales & Photography | WindowStill – Eaton Rapids, MI 06/2023 – 03/2025

- Captured cinematic real estate media—including high-resolution photography, drone video, and branded walkthroughs—used across MLS listings, marketing funnels, and agent campaigns to drive buyer engagement.
- Produced short-form educational and promotional content for real estate professionals, aligning visual storytelling with property branding strategies to improve visibility, audience reach, and lead generation.

Photographer & Photo Editor | Seafolly – Sydney, AU 12/2018 – 06/2021

- Directed seasonal fashion photography and edited digital media for e-commerce and campaign channels, increasing social engagement by 500% and contributing to 170% revenue uplift through optimized visual merchandising.
- Researched visual trends and integrated emerging photography techniques, lighting styles, and digital editing workflows to enhance brand identity and maintain industry relevance across global markets.

PROFESSIONAL EXPERIENCE (CONTINUED)

Visual Content Strategist | Fashion Nova – Los Angeles, CA

06/2014 – 11/2018

- Led cross-platform content strategy and creative execution across web, email, print, and social media, aligning campaigns with brand objectives and scaling audience engagement during period of rapid growth.
- Managed high-volume digital assets—including video, infographics, and editorial content—by coordinating with creative, marketing, and merchandising teams to support seasonal launches and trend-based initiatives.

Additional Experience

2009 – 2016

- **Content QA Engineer**, *Facebook*: Performed QA for photo and video content, optimizing visual assets for engagement and consistency across social media platforms.
- **Photography QA Engineer II**, *Adobe*: Tested and validated camera workflows and Adobe imaging tools, contributing to product improvements in Photoshop, Lightroom, and Camera Raw.
- **Environmental Artist**, *Electronic Arts / Visceral Games*: Designed 3D environments and textures for *Dead Space*, enhancing atmospheric realism in collaboration with art and design teams.

EDUCATION

Master of Arts in 3D Animation and Technical Design; Concentration in Marketing

ACADEMY OF ART UNIVERSITY – San Francisco, CA

Bachelor of Arts in Film and Visual Effects; Emphasis in Business Development

ACADEMY OF ART UNIVERSITY – San Francisco, CA

CERTIFICATIONS

Certified Digital Marketing Professional | *Digital Marketing Institute*

FAA Part 107 Certified Drone Pilot | *Federal Aviation Administration – Active*

TECHNICAL SKILLS

- **Generative Media Platforms**: Runway (Gen-4), Kling AI, Sora (OpenAI), LumaLabs, Pika Labs, MidJourney, Leonardo, Higgsfield, Stable Diffusion, Flux, Invoke, ComfyUI, Krea, LTX Studio
- **AI Production & Voice Tools**: Dreamina, Synthesia, ElevenLabs, Suno, MusicGen, ChatGPT, Claude
- **Editing & Creative Software**: Adobe Premiere Pro & Photoshop, CapCut, Topaz Video AI, Lightroom, Adobe After Effects

PROJECTS

DangerVerse – Rezieence | 01/2023 – Present: Founded AI Films creative studio producing generative content for branded media, advertising, and narrative film; led visual development for neon-noir story universe using tools like Kling, Runway, MidJourney, and ElevenLabs.

Hyprrr (Advisory Council) – Hyprrr | 10/2022 – Present: Guided platform growth, user engagement, and Web3 integration during acquisition and relaunch of decentralized social media ecosystem.

Je L'aime à Mourir – City of Dolls Soundtrack – Rezieence | 04/2025 – 05/2025: Directed cinematic visual ballad tied to AI film in development, exploring emotional storytelling through music video format.

Run Your World – Rezieence: Created AI-enhanced short film on resilience and triumph, blending commercial photography, emotional narrative, and high-impact visual editing.