WING REN

AI Creative Technologist | Gen AI Video, Storytelling & Client-Facing Creative

Open to remote work worldwide · Happy to travel · Available now
(Based in Madrid · authorized to work in Spain / EU and China — no sponsorship required)

About me

10+ years of visual storytelling for global brands — directing films, product animation and identity systems, and, as a consultant on 15+ projects, pitching and presenting ideas to stakeholders. Today I produce complete films with Gen AI, from script to final cut. A wide network in the China market — big tech and consumer electronics, technology, F&B and art — and a deep understanding of Chinese culture and consumers let me connect with partners there naturally.

Madrid
+34 640 836 565
rzhenzi@gmail.com
wing-ren.com/gen-ai

Education

Master's, Interaction Design & AI
at ELISAVA, Barcelona
Sep 2025 - Jul 2026

BA, Interaction Design
at Shantou University, China

Languages

English
Advanced

Spanish
DELE B1 · preparing B2

Chinese
Native

Work Experiences

Sep 2025 - Present

Creative Technologist
AIMO (independent) · Master's projects at ***ELISAVA***, Barcelona

AIMO, a modular AI companion kit I designed across hardware, sensors, Arduino / ESP32 and companion app, prototyped with AI tools. Wrote the script and storyboard, then made the official product film in 5 days with no camera or 3D: every shot, voice and sound was generated and assembled with Lovart, Flow (Omni), libTV (Kling, Seedance), ElevenLabs and CapCut.
UNLOVABLE, an emotional-support tool for breakups: built the prototype, ran user interviews and testing, and set behaviour rules with a psychologist; made the concept video with Artlist and Kling, my own voiceover plus ElevenLabs, edited in CapCut.

Jun 2022 - Aug 2025

Freelance Design Consultant
Based in Madrid

Pitched and delivered projects for companies in Europe and China. Identity, packaging and guidelines for *Berry On*, *Hortifrut*'s premium berry brand in India, still used in-house for all content; now sold nationwide and exported to 7 markets. Art direction for Chinese F&B brand *anThai*; visual identity and e-commerce platform build for art IP platform *WinWin & MiuMiu*.

Jun 2021 - May 2022

Brand Design Lead
at ***freeze.art*** — Based in Shanghai

Oversaw brand strategy, planning and operations for an art platform, coordinating social presence, event and space experience across physical and digital channels.

Work Experiences

Jan 2019 - Jun 2021

Freelance Design Consultant
Based in Shanghai

Identity and experience design for *BASAO*, including a Xiamen tea space with Danish studio *Norm-Archi*; a promotional video for *The Malt-ease Beacon*; packaging for *Deppon*.

Dec 2015 - Dec 2018

Design Lead
at ***I-TATTOO*** — Based in Shanghai

Joined at the founder's invitation on day one of China's first full-spectrum tattoo company. Built the identity, space and digital platform from scratch across 2 flagship venues in Shanghai and Chengdu, working hands-on as design lead and project manager while the team grew from 3 to 40. Owned 10+ collaborations, including *Vans*, *Adidas* and *AB InBev*, from pitch through creative direction to execution, and directed and produced promotional videos.

Jan 2013 - Dec 2015

Senior Interaction Designer
at ***Samsung Design China*** — Based in Shanghai

Storyboard, art direction and animation (After Effects) for the *Samsung Smart TV Photo Board* app feature film. Designed interaction systems and functional prototypes for wearable devices and their companion apps, partnering closely with hardware and software engineers.

Sep 2010 - Dec 2012

Junior Interaction Designer
at ***INK.GROUP*** — Based in Beijing

Interactive digital campaigns for consumer brands, with motion-based interaction.

Talks & Workshop

Jun 2020 - Apr 2021

Workshop co-mentor
Based in Shanghai

Invited by *UCUXD* as co-mentor; designed the programme and facilitated creative workshops for mixed PM / UX / UI / developer participants.

May 2019

Speaker & Workshop mentor
at ***Tencent Co.*** — Based in Shenzhen

Invited by *Tencent* to talk on design and drinking experience; facilitated a creative workshop exploring "mouthfeel" as sensory experience design.

Skills & Tools

Gen AI Tools
AI: Lovart · Flow · libTV · Kling · Seedance · Artlist · ElevenLabs · LLMs (ChatGPT, Claude)
Post: CapCut · After Effects

Creative & Design
Scriptwriting & storyboarding · Directing & producing · Brand identity & packaging · Photography art direction · Figma

Product & Workflows
Multi-tool Gen AI pipelines & output control · Node-based AI workflows · Hardware + app prototyping · Vibe-coded demos & sites (Claude Code) · User research & service design · Pitching & creative briefs

Thank You