

MOODY GLASGOW

AI Creative Systems Director & Workflow Architect

Rogers, TX (Greater Austin Area) | (818) 448-2117 | moody@moodyglasgow.com

PROFESSIONAL PROFILE

A systems-first Creative Infrastructure Director with over 25 years of professional experience leading multi-disciplinary teams, including 3+ years engineering and scaling enterprise-level AI creative operating systems. A true builder who designs the data-driven machinery behind audience intelligence, automated asset production, and multi-model conceiving pipelines. Combines an Economics background with deep performance creative literacy to build end-to-end feedback loops connecting audience signals to high-volume asset variants. Possesses profound empathy for the creative craft, with a proven track record of bringing skeptical design and motion teams along to view AI as a superpower rather than a threat.

CORE AI SYSTEMS & INFRASTRUCTURE COMPETENCIES

- **Creative Intelligence Infrastructure:** Engineering integrated systems that connect audience data to AI-assisted brief development and closed-loop campaign performance feedback.
- **Video AI Systems Architecture:** Designing automated workflows for short-form variant scaling, lo-fi conceiving pipelines, and format cutdowns without giving up creative control.
- **Asset Production Automation:** Building multi-model image generation pipelines and programmatic template automations to handle layout, scaling, and variation mechanicals.
- **Tool Standardization & Governance:** Evaluating, piloting, onboarding, and deprecating emerging AI tools across research, copy, design, and video stacks to maximize team efficiency.
- **Creative Team Empathy & Change Leadership:** Introducing disruptive technologies to highly specialized creative teams by anchoring systems to identity, artistic integrity, and elite craft standards.
- **Performance Creative Literacy:** Deep understanding of paid social hook mechanics, creative testing methodologies, format specs, and iteration optimization loops.

PROFESSIONAL CHRONICLE

JackalopeFX | AI Workflow Architect & Lead Digital Strategist | 2023 – 2026

- **Creative Operating System Architecture:** Designed and deployed a centralized AI infrastructure that scaled creative asset velocity while keeping team headcount flat. Built repeatable multi-model pipelines combining LLMs (Claude) for brief compression and image/video models (Runway, Midjourney) for rapid conceiving.
- **Video AI Systems Scaling:** Partnered directly with motion designers and editors to implement AI video generation tools into their native pipelines. Standardized the workflows that allowed the team to deliver high-volume short-form paid social variants

and format cutdowns inside of strict production deadlines.

- **Tool Stack Standardization:** Evaluated and audited emerging AI tools on live deliverables. Owned tool selection, team onboarding, and contract governance—systematically deprecating non-performing tools to prevent workflow friction.
- **Creative Alignment & Empathy:** Successfully onboarded a highly protective, premium creative team into an AI-native operational model. Conducted collaborative training sessions that framed automation as a tool to absorb manual grunt work, allowing designers to stay focused entirely on high-level craft.

Union Editorial | Post-Production Supervisor & Systems Lead | 2017 – 2023

- **Matrixed Workflow Integration:** Led complex, multi-market operational loops for Tier-1 corporate campaigns (Dodge, Domino's). Served as the primary infrastructure bridge between brand strategists, creative directors, and cross-functional technical teams.
- **Performance Creative Optimization:** Built feedback pipelines that translated post-campaign audience data into actionable asset adjustments, managing the creation of high-volume ad variations optimized for performance hook metrics.
- **Technical Infrastructure Management:** Managed complex asset management configurations and localized server structures to optimize multi-editor remote pipelines, establishing the baseline systems-thinking models needed to run enterprise creative operations.

The Reel Thing, Inc. | Multimedia Technical Director & Systems Designer | 1997 – 2014

- **Early Pipeline Automation:** Engineered early digital template architectures and automated asset-generation scripts for corporate and highly technical B2B clients.
- **Systems-First Asset Delivery:** Managed massive digital asset ecosystems, designing the file structures, ingestion standards, and asset distribution methods required to support large-scale PR and marketing initiatives.

TECHNICAL STACK & AI SYSTEM FLUENCY

- **AI Video & Motion Automation:** Runway (Gen-2/Gen-3), Topaz Video AI, Luma Dream Machine, advanced video prompt engineering, and frame-rate/resolution scaling systems.
- **AI Language & Strategy Agents:** Anthropic Claude (advanced prompt architecture/workflow building), OpenAI, local LLM orchestration (Ollama) for automated desk research and brief synthesis.
- **Design Automation & Generation:** Adobe Firefly, Midjourney pipeline integration, automated transcription models, and digital asset management (DAM) platforms.
- **Traditional Creative Suites:** Advanced architectural knowledge of Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator) and DaVinci Resolve workflows.
- **Operations Infrastructure:** Project management mapping (Asana, Monday.com), cross-functional workflow diagramming, and cloud infrastructure integration.

EDUCATION

- **Bachelor of Arts in Economics**, Occidental College, Los Angeles, CA.

- *Provides the precise statistical and systems-thinking framework necessary to connect creative output to audience signals, performance creative data, and overall corporate business scaling metrics.*