

KAYRON CALLOWAY

Creative Technologist | UX Designer | Art Director | AI Product Designer

Los Angeles, CA

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Berlin Film Festival & HollyShorts (Oscar-qualifying) Submitted

Los Angeles, CA KayronCalloway@gmail.com (310) 498-8059 [linkedin.com/in/kayron-calloway-278997117](https://www.linkedin.com/in/kayron-calloway-278997117) Portfolio: kayroncalloway.github.io/kayron GitHub: github.com/kayroncalloway **SEEKING: Creative Technologist | Senior UX Designer | Art Director (\$120K-\$180K)**

(VALUE PROPOSITION)

CREATIVE TECHNOLOGIST WITH ENTERTAINMENT INDUSTRY

EXPERTISE. Filmmaker with submissions to Berlin Film Festival and HollyShorts (Oscar-qualifying) plus insider access to \$300M+ annual entertainment financial operations across Netflix, Apple TV+, Amazon Prime, HBO. Building AI-powered creative projects while managing complex operations for 150+ entertainment clients. Combines creative vision with deep streaming economics intelligence and technical development skills. Seeking **Creative Technologist** roles where world-class creative vision meets cutting-edge technology.

(EXPERIENCE)

Founder & Creative Director .

Coloring With Gray [2024 — Present | Los Angeles, CA]

MULTIDISCIPLINARY CREATIVE STUDIO. Building innovative experiences across film, technology, and product design. Current film project selected for multiple film festivals. Working with small collaborative team to develop AI-powered creative tools and experiential products.

Developing AI-powered creative projects including Curiosity (audio reflection platform), The State Within (Unity-based interactive experience), and Reflections of You (multisensory product line)

Collaborating with 10+ freelance specialists including developers, designers, and creative consultants to build innovative digital experiences

Leading film project with festival submissions to Berlin International Film Festival, Sydney Film Festival, HollyShorts (Oscar-qualifying), Aesthetica Film Festival, and Encounters Film Festival in 2024, showcasing multidisciplinary storytelling approach

Implementing AI technologies including OpenAI GPT-4 API integration and custom workflow automation for creative production processes

Previous international recognition includes Vogue and Pause Magazine features for audio design work at Paris Fashion Week (C'est Bon collection, 2021), demonstrating established creative credibility

Building scalable creative processes that combine traditional artistry with emerging technology tools for enhanced user experiences

Developing innovative design methodology that bridges physical and digital experiences through technology-enabled creative products

Senior Creative Consultant & Digital Strategist | \$2M+ Client Revenue Impact .

Independent Practice [2016 — Present (Part-time)]

Generated \$2M+ revenue impact for 25+ clients across fashion, technology, and wellness through end-to-end digital product strategy and brand development

Increased member conversion by 27% at Upgrade Labs through comprehensive training systems and operational frameworks for biohacking fitness concept

Achieved opening-week revenue record (+38%) for SOBE x Trophies through full-stack campaign development including UX design, content strategy, and go-to-market planning

Reached 2M+ global audience with audio-visual experiences for Paris Fashion Week (C'est Bon, 2021) featured in Vogue and Pause Magazine through strategic creative consultation

Built scalable design systems for 15+ emerging technology startups, creating reusable brand identity frameworks that reduced time-to-market by 40%

Financial Analyst (Residuals) | Entertainment Industry Operations Specialist .

Cast & Crew Entertainment Services [April 2019 — Present | Los Angeles, CA]

Manage end-to-end residuals processing for 150+ entertainment industry clients including Netflix, Apple TV+, Amazon Prime Video, HBO, SAG-AFTRA, and major studios, ensuring compliance with Guild deadlines and industry standards

Interpret and analyze complex collective bargaining agreements from SAG-AFTRA, DGA, WGA, IATSE, and AFM, translating union contract provisions into accurate financial calculations

Streamlined processing efficiency by 30% through advanced Excel functions, pivot tables, and workflow automation, reducing manual calculation errors across 500+ entertainment properties

Serve as primary client contact throughout residuals payment lifecycle, collaborating directly with talent representatives, production companies, and distribution platforms to resolve complex payment discrepancies

Setup and administer residual products by reviewing talent contracts, distributor statements, and distribution agreements to ensure accurate revenue/receipts processing

Gained unprecedented insights into streaming economics: Direct exposure to revenue models across traditional and new media platforms, observing industry-wide monetization patterns and compensation structures

Director of Development

The Modern Tea Room [March 2015 — March 2016 | Lancaster, CA]

- Developed four distinct revenue streams for specialty tea retail business, creating diversified income sources beyond traditional retail
- Created quarterly business strategies focusing on customer engagement and market positioning in competitive Lancaster market
- Led brand development from startup phase establishing unique market identity in specialty beverage space
- Implemented customer experience innovations combining traditional tea culture with modern retail approaches

(CORE COMPETENCIES)

AI/ML Technologies (Expert Level)

OpenAI GPT-4/GPT-4o API Integration, Python Programming, LangChain Framework, Whisper Speech Recognition, Unity 3D Engine, Machine Learning Model Deployment, Neural Network Architecture

Creative Technology Stack (Advanced)

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Final Cut Pro, HTML5/CSS3, JavaScript, GitHub Version Control, Runway Gen-4, 11 Labs Voice Synthesis

Product & Business Strategy (Expert)

Product-Market Fit Analysis, Revenue Growth Strategy, Cross-Functional Team Leadership, Agile/Scrum Methodologies, Budget Management, Stakeholder Relations, Go-to-Market Strategy

Data & Analytics (Advanced)

Predictive Analytics, A/B Testing, KPI Development, SQL Database Management, Data Visualization, Performance Optimization, User Behavior Analysis, Conversion Rate Optimization

Industry Certifications

Google Cloud ML Engineer (In Progress), AWS Solutions Architect (Pursuing), Unity Certified Developer, Scrum Master PSM I, OpenAI API Specialist

(TECHNICAL PROJECTS)

Curiosity AI Platform:

GPT-4o audio reflection engine with advanced personalization and user behavior analysis

The State Within:

Unity governance simulator with OpenAI integration for interactive ethical decision-making

Multi-Sensory Product Innovation:

Reflections of You fragrance platform bridging physical and digital experiences

Entertainment Financial Analytics:

Advanced Excel and pivot table systems for \$300M+ operations processing

Creative Workflow Automation:

Custom GPT-4 integrations for film and design production processes

Brand Identity Systems:

Scalable design frameworks for 15+ technology startups reducing time-to-market by 40%

(TECHNICAL PORTFOLIO)

GitHub Portfolio: github.com/kayroncalloway

AI Tools, Creative Automation, Full-Stack Development

Active repositories: Curiosity AI platform, Holo

Berlin Film Festival Submission —

Coloring With Gray - International Competition (2024)

HollyShorts Film Festival Submission —

Oscar-Qualifying Festival Recognition (2024)

Vogue Magazine Feature —

Paris Fashion Week Audio Design - C'est Bon Collection (2021)

⚡ Innovation Leadership Award —

Cast & Crew - Process Automation Excellence (2023)

DESIGN PHILOSOPHY

I believe the most powerful design doesn't declare itself—it invites you in. My work exists in the space where meaning isn't made but met. Reflection isn't the outcome; it's the medium. Ritual beats authority. I lead like I create: collaboratively, with clarity, and without control. That has often meant I've clung too tightly to elegance. I've chased clarity until the work lost its edge. I've stayed quiet when I should have pushed when I should have listened. I'll delete my best work to protect coherence. But I won't delete the one. That's the line I don't cross.