

KAL MCKAY

Creative Technologist • AI Media Systems • Digital Production
mrkal.com

Professional Summary

Creative technologist with 25+ years of experience spanning digital design, multimedia production, branding, web systems, and AI-native creative workflows.

Specialized in building scalable content systems, AI-assisted media production pipelines, social-first campaigns, and operational creative infrastructure for brands, campaigns, and digital platforms.

Experience includes political communication design, creator media systems, cinematic AI content, digital products, and modern web platforms.

Core Areas

- AI Media Production
- Creator & Content Systems
- Political Communication Design
- Digital Product Design
- Multimedia Campaigns
- Creative Operations
- Social Media Content
- Web & Platform Design
- Brand Systems
- AI Workflow Development

Experience

AI Creative Director — Wizara

2025–Present

Lead development of AI-powered media systems, cinematic content workflows, short-form campaigns, and creator-focused production pipelines.

Projects included:

- AI-generated video campaigns
- Social-first media systems

- Automated creative workflows
- AI music and multimedia branding
- Viral short-form content production

Project Manager — Coalition Technologies

2023–2025

Managed digital teams and coordinated branding, marketing, and web projects while overseeing timelines, production workflows, and creative execution.

Senior Visual Designer — NCLUD

2018–2020

Designed websites, brand systems, UI/UX interfaces, and multimedia campaigns for clients across multiple industries.

Graphic Designer — Bergmann Zwerdling

2020–2026

Produced campaign graphics, print materials, social content, digital advertising, and communication assets for political campaigns and advocacy organizations.

Lead Designer — Onica & Caylent

2016–2023

Created enterprise-level websites, presentations, infographics, and branded digital systems for large-scale technology clients.

Selected Work

- AI-generated cinematic short films
- Viral social media systems
- Political campaign branding
- Creator-focused media workflows
- AI influencer concepts
- Multimedia content pipelines
- Interactive web platforms
- Product marketing campaigns

Technologies

CREATIVE & PRODUCTION

Adobe Creative Suite, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, Audition, Figma, Canva Pro, DaVinci Resolve, CapCut, Final Cut Pro

AI VIDEO & MEDIA

Runway, Veo, Sora, Pika, Higgsfield, Kling AI, Luma AI, Kaiber, Synthesia, HeyGen

AI IMAGE & DESIGN

Midjourney, Leonardo AI, Flux, Stable Diffusion, Ideogram, Firefly, DALL·E

AUDIO & VOICE SYSTEMS

ElevenLabs, Suno, Udio, Descript, Adobe Podcast, AI voice cloning workflows, audio cleanup & mastering systems

WEB & PRODUCT

React, Next.js, Tailwind CSS, Firebase, Shopify, Webflow, Framer, Vercel, Supabase

AI & WORKFLOW SYSTEMS

ChatGPT, Claude, Hugging Face, Cursor, Bolt, Loveable, AI automation workflows, prompt systems, creator pipeline systems

CONTENT & CREATOR SYSTEMS

Short-form video production, AI influencer workflows, social campaign systems, creator branding pipelines, content scheduling systems, multimedia asset management

COMMUNICATION & CAMPAIGN SYSTEMS

Political communication design, print production, direct mail systems, campaign branding, social media operations, outreach content systems