

Kajetan Orzechowski

AI Visual Producer / AI Creative Producer

AI visuals for fashion, lifestyle and e-commerce brands: campaign frames, product visuals, short video and full series. Film background, so the image communicates what the brand wants to say.

EXPERIENCE

AI Visual Producer / Creative AI Freelancer

Campaigns, visual direction, product visuals, short video / 2022–present

- Building coherent AI image series from briefs, references and brand direction.
- Producing campaign frames, portraits, product visuals, social assets and short video formats.
- Working with Midjourney, Nano Banana, Higgsfield, Kling, Seedance, Photoshop, Figma and CapCut.
- Output selection, detail work, crops and formats for social, ads and e-commerce.

Alignerr, AI Data / Evaluation / Creative Quality Projects

2021–2024

- Evaluated AI outputs for quality, relevance, consistency and usefulness across varied task types.
- Worked with analysis, classification, language and guideline-based review requiring precision and judgement.
- I know how AI models behave in practice and where human review is needed.

kucar.eu + KucaTools

4-month solo build: detailing e-commerce, AI + Allegro API + PrestaShop

- Organized roughly 3,600–4,000 products, product data, descriptions, SEO and assortment structure.
- Built KucaTools: a custom panel for AI-assisted product data, descriptions, SEO, classification and image review.
- Integrated Allegro API for catalogue enrichment and built custom PrestaShop UI/UX.
- Configured payments, shipping, email, hosting, domain and launch.

FILM BACKGROUND

Film and Audiovisual Arts

Completed film studies

- Framing, narrative, editing and visual culture.

Seeing Myself Through a Foreign World

Original practical film shot in Japan

- A film project combining observation, travel and a personal point of view: 'Zobaczyć siebie przez obcy świat'.

Netflix Film Workshops

Short film 'Bella', director, screenwriter, editor

- A short film produced during the workshops from my original concept, in a white-horror atmosphere.

AI VISUAL PRODUCER

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CORE FOCUS

AI campaign visuals, fashion/lifestyle imagery, product & e-commerce visuals, short AI video.

Translating briefs and brand mood into coherent image systems.

APPROACH

I treat AI as a portable production studio: faster direction search, but final quality still comes from selection, detail and taste.

I have worked with generative tools since 2022, starting with Midjourney and early image-to-motion workflows.

CERTIFICATION

Microsoft & LinkedIn: Career Essentials in Generative AI.

Generative AI in practice. Prompt design, content, automation.

TOOLS

Midjourney, Nano Banana, Higgsfield, Kling, Seedance, Claude, Codex, Figma, Photoshop, CapCut.

LANGUAGES

Polish C2 / native. English C1.