



CASE STUDY · AI BRIEFING ENGINE

THE MEETING ROOM

EXPERTISE, MADE USABLE.

I translated my expert-led creative briefing process into a guided AI product. The team can now prepare client briefs through the engine rather than returning each one to me.

RESULT

Client briefs moved from roughly one to two hours of my time to a team-operated process completed in minutes.

DESIGNED IN LATE 2024 · IN TEAM USE

BUILD THE JUDGEMENT INTO THE PROCESS.

MY PART

Workflow architecture, prompt design, user journey and creative handoff. The engineering team implemented the application.

THE CONTEXT

In late 2024 I was turning a creative process I had developed through hands-on experimentation into a product others could use. The development emails show that learning in action: testing prompt output, simplifying client inputs and reshaping the workflow around the model's behaviour. The later team-use result demonstrates that the method became practical capability.

THE BUSINESS PROBLEM

Client briefing depended on me personally translating a business goal and source material into a creative direction, synopsis, script and proposed storyboard. Each brief required roughly one to two hours of my time.

The product needed to make that expertise usable by the team. It had to generate credible alternatives, let a person choose a direction, and preserve that choice as the brief developed into something the client and production team could use.

MY CONTRIBUTION

I designed the architecture, user journey, AI prompt stages and creative handoffs from my own production process. I worked with Craig and the engineering team, who implemented the application.

DESIGN AROUND THE NEXT DECISION

An early synopsis response could contain extensive scene breakdowns and production detail before the client had even chosen a concept. I revised the prompts to make the alternatives concise and moved later-stage detail out of that decision.

I simplified the intake too. Broad brand descriptions needed room for the client's own words; defined choices such as duration needed to reach the model before it generated a synopsis.

CARRY CREATIVE INTENT THROUGH THE WORKFLOW

The concept names in the design specification were examples, not a fixed menu of ideas. I clarified that alternatives should respond to the client's information. The selected visual style then needed to carry into the storyboard image prompts.

I worked through the connections between these stages with engineering: when prompts should run, which information each needed, and how their outputs should appear in the interface. Those decisions were shaped by the Bedrock context, latency and streaming constraints we encountered.

WHAT CHANGED

The team now produces client briefs through the engine rather than sending each one back to me to create manually. The resulting synopsis, script and proposed storyboard support a client pitch and a production handoff. Making the finished film remains a separate engagement.

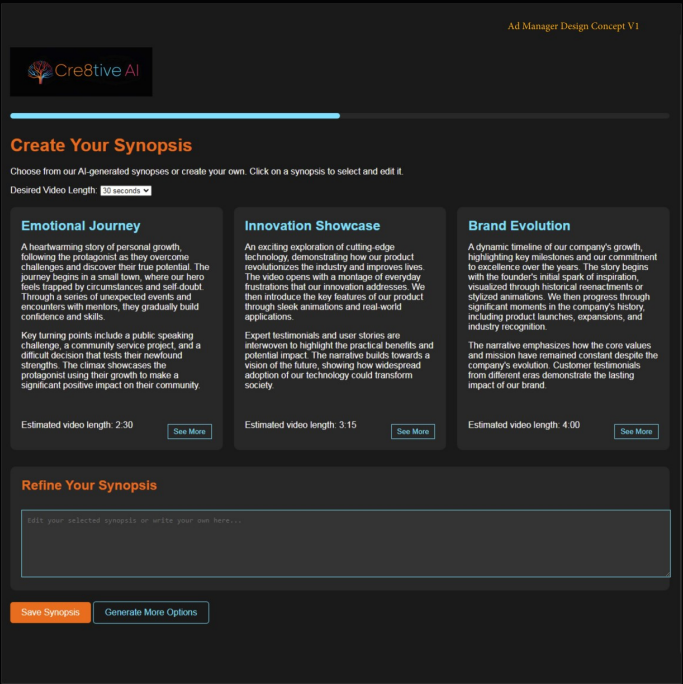
The accomplishment is turning an expert-dependent service into a practical capability other people can use, while preserving the decisions that still need creative and client judgement.

CAM DESIGNED THE WORKFLOW · ENGINEERING IMPLEMENTED THE APPLICATION

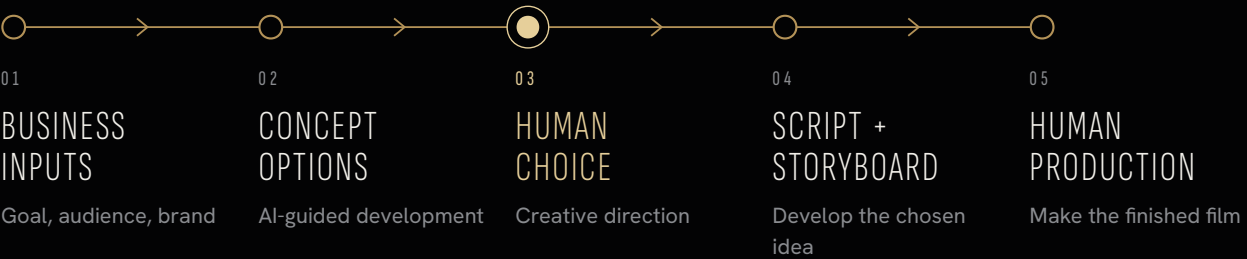
ORIGINAL WORK · SUPPORTING EVIDENCE

A WORKING SPECIFICATION. A DELIBERATE HUMAN CHOICE.

The original December 2024 design record shows the decision at the centre of the product: compare alternative concepts, choose one, then develop it. The workflow came from my own production practice.



The synopsis-selection screen from the December 2024 design specification. The concept names on it are placeholders: I designed the engine to write its alternatives from each client's own brief.



WHAT I OWNED

Workflow architecture, prompts, user journey and creative handoffs; engineering implemented the application. Development and iteration took place in late 2024.

EVIDENCE AND CURRENT USE

Original design specification and December 2024 correspondence; team-use outcome from my September 2026 account. Product entry requires an account.

01 · COMPARE

MAKE ALTERNATIVES USEFUL.

Concise concepts give the client enough information to choose before investing in a detailed scene plan.

02 · CHOOSE

KEEP CREATIVE JUDGEMENT.

The person selects and refines the direction. The concept names in this artifact are examples, not a fixed menu.

03 · DEVELOP

PRESERVE THE INTENTION.

The selected concept and visual language inform the later script and storyboard. Making the finished film remains a separate production engagement.

ONE DECISION CARRIED FORWARD.

A fictional speaker campaign makes the workflow tangible. The selected concept, *Change the atmosphere*, turns a listening benefit into a visible human change. The brief, story, imagery and handoff carry that same intention.



01 · 00-06S BRING THE DAY HOME

The listener arrives carrying the day. The speaker belongs quietly to the room.



02 · 06-12S MAKE A SMALL CHOICE

A hand turns the dial. A tactile gesture introduces the music and begins the change.



03 · 12-20S LET THE MUSIC FIND YOU

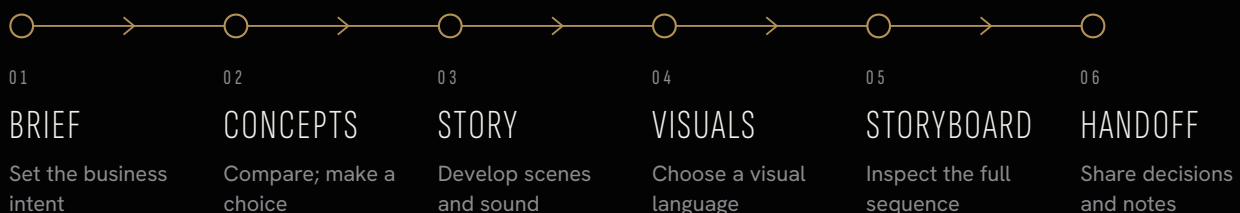
The listener settles back. Performance, framing and sound carry the emotional shift.



04 · 20-30S CHANGE THE ATMOSPHERE

Return to the opening composition. The same room now feels different through use.

Prepared speaker campaign / illustrative output used in the redesigned process demonstration.



Open the interactive demonstration →



CAMERON TANG · AI SYSTEMS ARCHITECT AND AI FILM DIRECTOR

I BUILD AI SYSTEMS THAT BUSINESSES RUN ON. I DIRECT AI FILMS.

A redesigned demonstration of the workflow, built around a prepared example. Live AI drafting and revision, with every change reviewed before it is applied, run in the guided walkthrough. Campaign images are prepared examples.