

Syed Abdul Wasay Ali

AI Creative Technologist

Generative AI · ComfyUI · Workflow Automation · AI Image & Video

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SUMMARY

AI Creative Technologist at Ogilvy building production-ready generative AI workflows, visual systems and automation pipelines for brands. ComfyUI specialist: image and video generation pipelines, custom LoRA training for identity and style consistency, and agent-driven automation that removes repetitive production work. Art background, 2023-onward generative AI practice, open-source first.

EXPERIENCE

Ogilvy

Apr 2025 - Present

AI Creative Technologist, Group Account · Mumbai, India

- Generative AI visuals and video for brand campaigns (Cadbury, Lacta, IFB, NDPF).
- Built ComfyUI pipelines for controlled generation, identity consistency and scale.
- Took ideas from brief to production-ready AI content with the creative teams.
- Experimented with emerging image and video models, open-source first.

cleanDirty.ai

Sep 2023 - Feb 2025

AI Head Artist · Delhi, India (Remote)

- Led AI image production as head AI artist, story-driven, cinematic scenes with multiple characters.
- Ran hands-on experiments across every major model wave since 2023.
- Built reusable generation workflows and trained early custom LoRAs.

SELECTED WORK (SHIPPED UNLESS NOTED)

Cadbury “The Story of Us”, Disney+ Hotstar, dir. Zoya Akhtar (2024). Style LoRAs trained on the SD 1.5 stack, plus a ControlNet-guided app that turned real couples into Disney-style 3D cartoon characters. ComfyUI · SD 1.5 · ControlNet · LoRA training

Cadbury Celebrations, “Creating Memories Never Clicked” (2024). De-aged LoRA and face swap workflows for the 60-second Hindi film’s character shots. ComfyUI · SDXL · de-aged LoRA · face swap

Lacta Christmas AI app, “Compartilhe o seu Natal” (2024). Photo-to-avatar imaging for the campaign app: identity-safe renders inside a locked Christmas world. ComfyUI · avatar + identity workflow

IFB Christmas 2025, “Because some miracles do happen overnight” (2025). Own-hand motion capture driving Wan Animate for the film’s Santa finger snap after the closed-source models failed it. Wan Animate · motion transfer

History of Diamonds in India, NDPF (2026). Era-correct historical timeline imagery for ndpf.in, generated with closed-source image models. closed-source image models · era styling

Futuristic Neon Chase (2026, concept). Blender environment and camera driven over MCP, baked to a clay pass, then rendered to a neon night film with Seedance 2.5. Blender · MCP · Seedance 2.5

SKILLS

Generative AI: ComfyUI · Ideogram 4 · Krea 2 · Flux Klein · Z-Image Turbo · Midjourney · LoRA training · DiffSynth

Video: MiniMax H3 · Seedance 2.5 · LTX / Wan · Wan Animate motion transfer

Production: Blender · Rokoko mocap · Topaz upscale · compositing

Automation: API automation · agent workflows (Hermes, Codex CLI, Claude Code) · MCP

BRAND WORK AT OGILVY

21 brands across the past two years, including Cadbury, Lacta, Castrol, POND’S, Vaseline, Sunsilk, Maaza, Milka, Colgate, Himalaya, Dove, Fevicol, Daawat and Tata. Full case studies: syed-abdul-wasay-ali.github.io/syed-portfolio