

# ISMAIL MAHFUD

CREATIVE TECHNOLOGIST | AI PRODUCT EXPERT | VIDEO & MULTIMEDIA SPECIALIST

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Portfolio: [bit.ly/ismailmahfud2022](https://bit.ly/ismailmahfud2022) | Products: [pixora-app.online](https://pixora-app.online) | [buzzer-klip.com](https://buzzer-klip.com) | [vibesapp.my.id](https://vibesapp.my.id) | [claymation.my.id](https://claymation.my.id)

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## PROFESSIONAL SUMMARY

Creative Technologist and AI Product Expert with 20+ years of experience across video production, creative direction, motion graphics, photography, and digital product development. Experienced in building AI-powered Electron desktop applications, full-stack web platforms, and SaaS products that transform ideas into scripts, scenes, images, audio, subtitles, and structured video-production workflows. Strong in generative AI, prompt engineering, Google Apps Script automation, application licensing, API and webhook integration, authentication, payment workflows, and cloud deployment. Contributed to a Cherrybelle music video that reached more than 17 million views on YouTube.

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## CORE EXPERTISE

**Artificial Intelligence & Product Development:** Generative AI, AI-assisted content workflows, prompt engineering, Gemini API, text-to-image, text-to-audio, and idea-to-video systems.

**Software & SaaS Development:** Electron, full-stack web development, Next.js, React, JavaScript/TypeScript, Node.js, REST APIs, webhooks, Vercel deployment, and responsive UI/UX.

**Application Security & Automation:** Google Apps Script, license validation, device binding, session control, trial and lifetime access, Google Sheets databases, automated email, and payment-triggered license issuance.

**Creative Production:** Video editing, motion graphics, cinematography, photography, storytelling, creative direction, Adobe Photoshop, Adobe After Effects, Final Cut Pro, and DaVinci Resolve.

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## SELECTED AI & DIGITAL PRODUCTS

### PIXORA - AI Desktop Application | [pixora-app.online](https://pixora-app.online)

- Built an Electron-based application for AI-assisted video production, including automated clipping, subtitle generation, voice generation, content analysis, and editing workflows.
- Developed cross-platform desktop workflows for macOS and Windows, combining AI services with practical tools for creators.

### BUZZER-KLIP.COM - Creator Campaign Platform | [buzzer-klip.com](https://buzzer-klip.com)

- Built a full-stack platform connecting brands and content creators, with campaign management, creator submissions, reward calculations, user authentication, and administrative workflows.
- Designed operational flows for campaign validation, content review, payment processing, and creator communication.

### VIBES APP - AI Idea-to-Video SaaS | [vibesapp.my.id](https://vibesapp.my.id)

- Developed a SaaS workflow that converts initial ideas into narratives, audio, scene structures, visual prompts, storyboards, and organized video-production assets.
- Implemented AI key rotation, persistent project data, protected access, and application licensing for a reliable creator workflow.

### CLAYMATION - AI Video Generation SaaS | [claymation.my.id](https://claymation.my.id)

- Created a specialized SaaS product for generating claymation-themed video concepts, narratives, visual directions, and production-ready creative assets.
- Designed the product around a focused visual style to make AI-generated video planning easier and more consistent.

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## AI & APPLICATION SECURITY EXPERTISE

- Build Google Apps Script web-app endpoints as lightweight backends for authentication, licensing, order processing, and secure product access.
- Design license lifecycle systems covering issuance, activation, device binding, expiration, revocation, reactivation, and plan upgrades.
- Implement one-license-one-device controls, session validation, protected routes, and device reset workflows for web and desktop products.
- Create trial and lifetime plans with automated expiry checks, usage logging, and access validation through Google Sheets.
- Connect payment webhooks to automatic license creation, order records, and transactional email delivery.
- Develop API-key rotation, rate-limit handling, fallback logic, and persistent project data for reliable AI applications.

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## TECHNICAL STACK

Electron | Next.js | React | JavaScript/TypeScript | Node.js | Google Apps Script | Vercel | REST APIs | Webhooks | Google Sheets | Gemini API | Prompt Engineering | Authentication | Application Licensing | Payment Integration

## PROFESSIONAL EXPERIENCE

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### **Indonesia Photography** | Jakarta / Remote

**Creative Media** | July 2023 - Present

- Develop social media programs and content formats for photography-focused audiences.
- Create Instagram Reels, campaign visuals, and supporting design materials for digital publishing.
- Combine creative production with AI-assisted workflows to improve ideation, editing efficiency, and content output.

### **Dunia Games (Telkomsel)** | Jakarta

**Creative Video Editor** | January 2021 - July 2023

- Edited videos for the Dunia Games YouTube channel and digital content platforms.
- Produced promotional teasers, application promotions, video bumpers, and publish-ready content.
- Collaborated with creative teams to maintain visual quality, pacing, and brand consistency.

### **Duta Nayaka Bali** | Bali

**Creative Designer & Multimedia** | April 2018 - June 2020

- Developed event decoration concepts, stage visuals, and promotional materials.
- Managed event documentation, including photography, aftermovies, file delivery, and client reporting.
- Coordinated creative execution from concept development through on-site production and post-production.

### **ABM Entertainment** | Jakarta

**Creative Designer & Multimedia** | November 2016 - March 2018

- Created YouTube and social media programs, TVC concepts, advertisements, and music videos.
- Directed visual concepts and produced photoshoots for album covers and client products.
- Created 3D presentations and promotional assets for music and entertainment campaigns.

### **Elang Cakra** | Bali

**Creative Designer & Multimedia** | February 2015 - November 2016

- Created event decoration, promotional media, photography, and aftermovie documentation.
- Prepared post-event reports and creative deliverables for clients.
- Supported projects connected to large consumer-brand activations and event documentation.

### **Arfadia** | Jakarta

**Multimedia Designer** | May 2013 - January 2014

- Produced social campaigns and product-branding content using video and photography.
- Created supporting visual materials for client communications and digital promotion.
- Worked across social media, product branding, photography, and video content production.

### **Tarra Group / Catz Records / Platinum Records / Blessing Music** | Jakarta

**Creative Designer & Multimedia** | November 2004 - March 2013

- Developed YouTube and social media programs, TVC concepts, advertisements, and music videos.
- Produced album-cover photography, product photoshoots, 3D presentations, and promotional materials.
- Contributed to music-video and entertainment content, including a Cherrybelle video that exceeded 17 million YouTube views.

## EDUCATION

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**InterStudy, Jakarta** - Diploma (D3), Visual Communication Design | 2005 - 2008 | GPA 3.6

## LANGUAGES

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Indonesian: Native | English: Working proficiency