



BRUCE BRACKEN

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FORWARD DEPLOYED CREATIVE – AI CREATIVE DIRECTION

Enterprise Creative Workflows · Multimodal AI Production · Customer Adoption · Product Partnership

"He had an uncanny ability to translate complex concepts into narratives that connected deeply with audiences – and in doing so, set a new standard for what enterprise storytelling could be."

– Jennifer Chernicky, Founder & CEO, Hangar Studios

"He led with clarity, trust, and a strong sense of purpose. He gave the team ownership of our work, encouraged new ideas, and always balanced vision with practicality."

– Robert Petrillo, Podcast Producer (Direct Report)

SUMMARY

AI creative director and production-systems builder who turns frontier creative tools into repeatable workflows for creative, product, and enterprise teams. Hands-on across video, audio, voice, imagery, motion, interactive experiences, and generative AI – from discovery and prototype through reference content, templates, training, adoption, and product feedback. At Microsoft, built a global content and digital-experiences portfolio from zero to 25+ properties, generating \$59M in attributed Azure Consumed Revenue at 116:1 ROI and 2M+ views and listens.

Former Amazon and Microsoft engineer, current AI-native founder, and daily creative practitioner who works inside both the production pipeline and the technical system behind it. ElevenLabs Scribe V2 is Artwell's primary speech-to-text transcription model. ElevenLabs generative voice and text-to-speech created the voices in The Adventure List, the portfolio's AI-native hero film. Combines directorial judgment with builder fluency – correcting output, sharpening intent, and making new workflows durable enough for real production.

CORE CAPABILITIES

Forward-Deployed Creative Leadership – Works directly with creative, production, product, engineering, and executive teams to understand current pipelines, expose friction, prototype better approaches, and translate technical capability into concrete creative and business value.

AI-Native Multimodal Production – Hands-on across Claude, GPT, Gemini, Deepgram, ElevenLabs, Pyannote, and Generative AI video and audio models, plus Runway and Veo – including ElevenLabs generative voice and text-to-speech for The Adventure List hero film and production systems across text, voice, audio, imagery, and video.

Creative Workflow & Adoption Design – Builds workflow templates, guides, standards, checkpoints, training, and reusable reference content that move teams from isolated AI experiments to repeatable production practice.

Creative Direction & Quality Bar – Sets the organizing idea, narrative intent, visual and audio direction, and finished-work standard; remains hands-on in conceiving, writing, directing, producing, editing, prototyping, and giving specific corrective feedback.

Product, Engineering & Field Feedback – Turns interviews, workflow observation, audience behavior, production constraints, and trust concerns into product requirements, roadmap priorities, experience patterns, and clearer adoption stories.

Production Operations & Team Leadership – Built and led a 15+ person blended team across production, editorial, design, video, and audio; directs agencies, vendors, studios, freelancers, budgets, quality systems, and delivery tradeoffs without losing creative ambition.

PROFESSIONAL EXPERIENCE

ARTWELL.AI | Snohomish, WA

2025 – Present

Founder & Principal Architect

AI-native story engine – sole product architect, creative director, designer, and builder across product, interface, narrative, multimodal AI workflow, evaluation, trust, and public point of view.

- **Designs and builds the products hands-on** – owns product design, front-end implementation, architecture, QA, and release across Artwell and Maritide using Next.js, React, TypeScript, Tailwind CSS, Framer Motion, React Native, and Expo.
- **Directs multimodal AI production workflows** – uses ElevenLabs Scribe V2 as Artwell's primary speech-to-text transcription model within a broader stack spanning Claude, GPT, Gemini, Deepgram, Pyannote, Runway, Veo, and Generative AI video and audio models; builds structured reviewer-implementer passes, checkpoints, and human review across text, voice, audio, imagery, and video.
- **Turns customer discovery into product direction** – conducted 50+ deep-dive interviews with creators, educators, and enterprise stakeholders, converting workflow friction, trust objections, AI fluency, and purchase context into roadmap priorities, experience patterns, messaging, and adoption paths.
- **Publishes a working point of view on AI-native creative practice** – writes Field Notes and product theses on directorial correction, human authorship, evaluation, trust, and why narrative must be designed into an intelligent experience rather than added after the product is built.

MICROSOFT | Redmond, WA

2008 – 2025

Head of Narrative Strategy & Digital Experiences | Senior Executive Producer (2018 – 2025)

Built and led Microsoft's global audio, video, and digital-experiences program as an embedded creative, production, and adoption partner – 25+ properties spanning Azure, Security, AI/Copilot, M365, Windows, Executive Communications, flagship events, developer audiences, and product education.

- **Built the portfolio and production operating system** – created the series model, studio and vendor ecosystem, production templates, review checkpoints, responsible-use practices with Legal and Brand, distribution packages, quality standards, and measurement framework behind 25+ properties.
- **Worked inside product and executive teams as their creative partner** – translated AI, cloud, security, productivity, and developer priorities into prototypes, podcast and video series, product explainers, demos, launch assets, customer-facing stories, and executive narratives; partnered directly with Ann Johnson, Scott Hanselman, Mark Russinovich, and Sherrod DeGripio.
- **Pioneered AI-enabled production and analytics workflows** – used generative AI for research, scripts, graphics and logos, video clips, audio sweetening, social assets, and comprehensive analytics; integrated Copilot into production cycles, cutting cycle time 30–50% while maintaining technical, editorial, and brand standards.
- **Built reusable creative and product surfaces** – designed and built Microsoft's microsoft.com/podcasts website and custom show pages; created standards, playbooks, PR and social packages, and repeatable production workflows that helped teams adopt the model without reinventing it.
- **Brought field insight back to emerging AI products** – contributed creator and audience expertise to early generative-AI audio work with Microsoft Research and Garage; the work shipped as Copilot Daily and Copilot Podcasts.
- **Proved creative adoption at enterprise scale** – generated \$59M in attributed Azure Consumed Revenue at 116:1 ROI, 2M+ views and listens, 78% completion, and 4.9/5 satisfaction while reducing production costs 60% and delivering 300+ assets annually.
- **Led the team and production ecosystem** – hired, grew, and led a 15+ person blended team of producers, editors, writers, designers, and audio engineers; managed a \$1.6M+ annual budget, agencies, vendors, studios, priorities, quality, and executive expectations.

Senior Video & Digital Media Producer (2008 – 2018)

Visual storytelling, product education, studio production, interactive experiences, and multimedia strategy for Office, Windows, HoloLens, and Skype for Business.

- **Shipped high-volume reference work** – produced 50+ major multimedia projects annually across hero launch films, product explainers, interactive demos, motion graphics, event content, photography, and technical visual documentation.
- **Built the production capability behind the work** – established live-action studios, podcast booths, camera, lighting, audio, and edit workflows; authored Microsoft’s video and audio standards and directed internal and external production partners.
- **Connected creative craft to technical experience design** – created the Open Specifications Interactive Pivot for developer audiences and produced 200+ Office videos at a 75% average helpful rating, with individual ratings up to 88%.

INDEPENDENT CREATIVE PRACTICE | All-Nighter Productions • Life Happens Photography

- **Filmmaker – writer/director** – Monster Mash, a 48 Hour Horror Project award winner screened at 12 film festivals nationally; won Best Director, with nominations for Best Horror Short Film, Best Screenplay, and Best Sound Design. Commercial and narrative film projects.
- **Documentary filmmaker** – Water for Good, shot in the Central African Republic, capturing the story of bringing clean water to remote communities; the work drove nonprofit visibility and fundraising.
- **Photographer** – Life Happens Photography: portrait, event, and documentary photography.
- **Voice actor** – commercial and narrative voiceover work; independent podcast host (Luminaries in the Dark – People’s Choice Podcast Award).

EARLIER CAREER | Engineering Foundation

- **Senior Software Engineer, Amazon** – designed and built v1 of Amazon’s Search & Browse experience, with front-end and full-stack work across customer-facing interfaces, internal tools, and supporting services; reduced search latency 40% in production.
- **Senior Software Engineer, Microsoft** – designed and developed desktop Sidebar Gadgets in Windows Incubation, shipped in-box with Windows at consumer scale – front-end and back-end, design through development.

RECOGNITION

- **Three consecutive Microsoft Annual Connect “Exceptional” Rewards (2023–2025)** – strategic business impact.
- **People’s Choice Podcast Award** – Luminaries in the Dark, competing against NASA, FBI, and federal-agency productions.
- **Best Director – 48 Hour Horror Project** – Monster Mash; screened at 12 film festivals nationally with nominations for Best Horror Short Film, Best Screenplay, and Best Sound Design.
- **Microsoft OneWeek Hackathon Grand Prize (2,200 teams)** – Ability Eye Gaze project with Steve Gleason; pioneered the winning story and directed, shot, and edited the film end to end in under two days. Also won the Microsoft Tech for Good Award.
- **Microsoft Cloud Marketing SNAP Award Finalist** – Excellence in Security Storytelling.

PROFESSIONAL DEVELOPMENT

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| • Visual Storytelling 1 & 2 – Alex Buono | • Directing for Film • Acting for the Camera – John Jacobsen |
| • Directing Through Motion – Vincent Laforet | • Documentary Filmmaking 1 & 2 – Seattle Film Institute |
| • Cutting Edge – Adam Epstein | • The Voiceover Workshop 1 & 2 – University of Washington |
| • Sound Advice – Frank Serafine & Mark Lewis | |
| • Private Voiceover Study – three years | |

EDUCATION

University of Memphis – Bachelor of Arts, English (Creative Writing) • Minor: Computer Science