

Sebastian Macchia

Audio/Video Engineer | Generative AI Specialist | Creative Technologist

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Summary

Generative AI Specialist and Creative Technologist with a strong foundation in engineering and digital media. An Award-winning creator recognized as a pioneer in AI-driven cinema, including the creation of the first fully AI-generated film in 2022. Specialized in translating emerging AI technologies into compelling creative applications that advance both artistic and technical frontiers.

Skills/Qualifications

- Degrees in **Electronic Engineering, Digital Media, and Artificial Intelligence**
- Extensive experience in **generative AI systems**, including image, audio, and video creation using tools such as Runway, MidJourney, Sora, Pika, ElevenLabs, Suno, and Udio
- Proven expertise in **prompt engineering** and **workflow automation** for optimizing creative and production efficiency
- Strong background in **AI system design** and an in-depth understanding of **machine learning** and **generative model architectures**
- Proficient in **Python** and **JavaScript**, with three years of hands-on development applying **Vibe Coding** methodologies for algorithmic creativity and system refinement
- Skilled in **audio-visual engineering**, including signal processing, hardware integration, and full production workflows
- Experienced in **video editing, color grading, and motion design** using Adobe Premiere Pro and Photoshop
- Advanced proficiency in **audio production**, including mixing, mastering, and sound design with Ableton Live
- Excellent problem-solving, analytical, and collaboration skills

Experience

Gen AI Expert

Nobody And The Computer – Miami, FL

August 2022 – Present

- Founded and lead an independent Generative AI studio and YouTube channel with 60K+ subscribers.
- Created award-winning AI-generated films and digital content using MidJourney, Photoshop Gen, ElevenLabs, Runway, PikaLabs, and Suno.ai.
- Specialized in multimodal AI (Text-to-Speech, Text-to-Video, Text-to-Image).
- Consulted with companies on AI adoption and workflow optimization.
- Built and managed a Patreon community, offering tutorials, resources, and exclusive content.

AI Developer

IndieBots – Buenos Aires, Argentina

July 2019 – August 2022

- Developed data processing pipelines for AI-driven music, video, audio, and image content.
- Integrated AI models and APIs into full-stack applications.
- Optimized workflows to accelerate prototyping and deployment of generative applications.

Audio & Video Engineer

Cablevisión (flow.com.ar) – Buenos Aires, Argentina

January 2011 – December 2019

- Developed Argentina's leading OTT streaming service as part of the product and engineering team.
- Led MVP and product development for video streaming platforms from prototype to production.
- Engineered UI/UX for TV interfaces to enhance long-form viewing experiences.
- Collaborated with cross-functional teams to deliver innovative audio/video features.
- Implemented scalable audio and video workflows ensuring performance and stability.

Education

- Professional Certificate in Machine Learning & Artificial Intelligence - Digital House, Buenos Aires, Argentina
- Master in Digital Audio & Video Communications - Ramon Llull (La Salle), Barcelona, Spain
- Electronic and Telecommunications Engineering – Universidad de Mendoza, Mendoza, Argentina