

ANDREW FERDINANDS

AI Automation & Creative AI Technologist | Agents, Pipelines, AI Media Systems

Remote-ready — Melbourne, Australia (AEST, 4h overlap with US East) · ferdi.tech · [instagram.com/ferdi.photography](https://www.instagram.com/ferdi.photography) · admin@ferdi.com.au · +61 414 512 073

PROFESSIONAL SUMMARY

I build AI systems that do real work — and creative machines that make media that performs. My automation stack replaces paid tools and manual labour (saving ~100 hours a month and \$5,000+ a year in subscriptions), and my automated content engine drove 1,000,000+ impressions in June 2026 with 40,000+ followers. Before AI: 12 years running the business, 16 years behind the camera — in business since 2014 — 3,000+ events delivered, a 20–30 person team, ~4.5M photos produced.

CORE SKILLS

- **AI & agents:** multi-agent orchestration, production prompt engineering, eval-driven iteration, 30+ parallel AI agents working asynchronously, agent design (workflows, prompts, skills, quality standards, evaluation)
- **Automation engineering:** pipeline design (video, content, photo, research, publishing), APIs, browser automation, Python, macOS scripting, automation platforms (Zapier/Make) where they beat custom code
- **AI media pipelines:** content engines (carousels, shorts, long-form), video visualisation, EDL shorts factory, photo intelligence (vision sorting, auto-crop, auto-edit), AI image/video generation
- **Creative production:** photography (master-level), videography (expert), graphic design (Photoshop/Illustrator/HTML-CSS), copy, scripts, brand assets, AI music
- **Directing people:** 16+ years coaxing natural expression from nervous subjects — mirror-energy method: empathy, lead by example, make it safe, spark fun
- **People & leadership:** Leadership (20–30 person crew), Empathy, Team Building, Presentations
- **Direction:** Art Direction, Creative Direction — directing creative output end-to-end (concept, visual language, team execution)
- **Remote collaboration:** Slack, Notion, Linear, Loom, GitHub, Zapier/Make

EXPERIENCE

Founder & Automation Engineer / Creative Technologist — [ferdi.photography](https://www.ferdi.photography) (est. 2014), Melbourne
Automation + creative AI practice, Nov 2025–present

- Reduced manual content work ~90% (measured before/after) by building an AI pipeline that turns a talking-head video into an edited, whiteboard-visualised long-form plus a full set of shorts — saving ~80 hrs/month.
- Drove 1,000,000+ impressions in June 2026 on Instagram using the automated content engine (AI carousels + shorts).
- Cut carousel production from 6 hours to 30 minutes per post with a research-verified carousel system; ~40 hrs/month reclaimed at two posts/week.
- Eliminated \$5,000+/yr in subscription spend by replacing MULTIPLE paid tools (CRM, auto-edit, auto-sort, auto-crop and more) with in-house builds — including a vision-based photo sorting engine and subject-aware auto-crop.
- Orchestrated 30+ parallel AI agents working asynchronously for research, scoring and production.
- Built a talking-head → whiteboard video pipeline (visualisation, paraphrase, truth-checking) that ships 5 videos from 1 hour of recording; ~80 hrs/month reclaimed.
- Produced 60+ shorts/EDLs from long-form content with an automated edit-decision-list system.
- Published the pipeline's error analysis — 10 sections of documented failures and fixes: ferdi.tech/writing/what-the-machine-got-wrong/.

SELECTED PROJECTS

- **AI automation stack** — custom CRM, booking, photo-sorting, auto-crop, content publishing systems replacing paid SaaS; governed pipelines with fail-closed checks.
- **Content engine** — research-verified carousels, hooks, design; AI-generated shorts; 1M+ impressions June 2026.
- **Agent orchestration** — 30+ parallel AI agents for research, scoring, QA, and production with evaluation loops.

WORK HISTORY

Founder & Lead Photographer — [ferdi.photography](https://www.ferdi.photography) (est. 2014), Melbourne — 3,000+ events, ~4.5M photos, 20–30 person team, 40,000+ follower audience. Business since 2014; shooting since 2009. 16+ years behind the camera.

EDUCATION & CREDENTIALS

- Victorian Certificate of Education — Nazareth College (2013) · Winner of the 2013 Nazarene of the Year Award (the College's most prestigious award — one student chosen from the entire college) · Vice School Captain · Sport House Captain
- Certificate III in Multimedia, Holmesglen Institute (2013) — top of class
- Self-taught technologist; continuous AI/automation education (production prompting, agent design, eval-driven iteration)
- Published technical writing: ferdi.tech/writing/what-the-machine-got-wrong/ (error analysis of an AI pipeline)