

CHRISTOPHER SMITH

Creative Technology Leader • Product Architect • Creative Director • Cinematographer

madebychris smith.com

PROFILE

Creative-technology leader and systems thinker with more than a decade of experience across storytelling, production, brand direction, creative operations, and AI-assisted workflows. Translates recurring production friction into clear product definitions, human-centered safeguards, testable acceptance criteria, and experiences that preserve creative judgment.

SELECTED EXPERIENCE

Founder and Product Architect | ORSYNT Technologies | Current

- Defines product vision, workflow architecture, feature boundaries, experience direction, and validation criteria for creative-production systems.
- Leads SmithSlate Assembly in active development and controlled Premiere Pro validation (DEVELOPMENT PREVIEW), with human review and evidence-based release gates.

Creative and Marketing Leadership | Next Generation Realty | 2022–Present

- Built and led the brokerage's creative and marketing function across brand, content, production, and campaign delivery.
- Connected creative operations with repeatable systems and scalable execution while protecting employer, client, and operational information.

Digital Cinematographer and Creative Lead | CineSmith Media | 2021–2025

- Directed branded content, commercial video, social campaigns, and production workflows from creative brief through delivery.
- Led camera, edit, color, audio, motion, project scoping, client communication, and repeatable AI-assisted production workflows.

Creative Director | Meadowbrook Church | 2021–2025

- Led digital media, brand identity, content strategy, weekly video production, live-event coverage, podcast delivery, and streaming systems.
- Created visual standards and repeatable production practices across digital, live, and print communication.

Cinematographer and Creative Director | Emerald Wolf Studios | 2016–2021

- Led creative direction and cinematography for independent film, branded content, and commercial production.
- Built production pipelines and directed crews, vendors, and client-facing presentations from planning through final delivery.

CAPABILITIES

Product and workflow architecture	Creative direction and visual storytelling
AI-assisted product design and validation	Creative operations and cross-functional leadership

TOOLS AND METHODS

Adobe Premiere Pro • After Effects • Photoshop • Lightroom • DaVinci Resolve • Figma • Content strategy • Brand systems • Production planning • Acceptance criteria • Human-in-the-loop review • AI-assisted creative workflows

EDUCATION

B.S. Digital Cinematography | Full Sail University | 2017–2020