Pui Yee

CREATIVE PRODUCTION & AI WORKFLOWS

Illustration, motion and practical AI-assisted production. Professional game-art experience since 2011, including Senior Artist and Art Director roles.

01 Soft Bunny Creative Asset Factory

My contribution: Brief and visual rules, QC/rework decisions, Photoshop upscaling and marketing layouts. Tool implementation with AI coding assistance.

One brief leads to GPT-assisted master prompts, automated prompt entry and series generation. I select revisions, optionally ask GPT for a first review, upscale in Photoshop and prepare marketing pages in Factory.



140 / 140 approved: 122 icons, 6 wallpapers and 12 widgets. Existing ChatGPT plan allowance; no additional per-image API charge for these runs. Exact time savings and first-pass QC rate not benchmarked.

02 AI Cinematic Production

My contribution: Visual direction, shot selection, pacing, After Effects editing/compositing and music creation using AI.

Real source images and a representative generated shot accompany a finished 90-second film. The manual contribution is selection, sequencing and compositing.



Visuals, motion and music are AI-generated/assisted. This is not a claim of manually keyframed character animation. Production cost and rejected-shot totals were not measured consistently.

03 Food & Lifestyle Content

My contribution: Café art direction, asset curation, promotional layout and format adaptation.

Existing Matcha Café, French Café and Japanese Kissaten assets become three feed concepts and a paired Matcha Story. Editable layout masters are included.



Self-initiated design concepts using AI-generated source art. Feed: 1080 x 1350. Story: 1080 x 1920. These are personal studies, not commissioned café campaigns or an automated marketing platform.

Also selected: a 15-second Slow Jogging advertisement, After Effects promotional motion/VFX, Unity UI transitions and original personal illustration. Purchased UI assets and team production artwork are credited within each project.