

# Thorbjørn Fessel

Creative AI Director · AI Lead · Creative Technologist

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## Profile

AI Lead at Uncle Grey (WPP) who sets AI direction for creative teams and clients and turns generative AI and agentic automation into delivered work for major brands. Fifteen years in high-end commercial film, motion and 3D, recognised at Cannes Lions, D&AD and the Effies, mean I build AI systems that creative teams and clients actually adopt. I lead teams and build MCP and multi-model workflows across Claude, OpenAI and Gemini, take weeks out of production schedules, and train agencies and conference audiences to work with AI.

## Selected results

- Building an MCP-based system that automates the weekly retail ad for one of Denmark's largest supermarket chains: layout, copy, pricing and image versions, fed by data pulled from client and internal servers. Currently in development. Target: produce in hours what takes a team of five full-time digital designers 3–4 days, replacing the work of 3–4 roles.
- Used AI to deliver advanced VFX and complete 3D films in days instead of weeks. When an external production delivered unusable footage for a commercial, kept the lead, replaced everything else with AI-generated visuals and video-model motion, and recomposited the film to meet the client's expectations, a job that would have taken a 3D artist 2–3 weeks to rebuild and animate.
- Delivered a global Volvo launch when the German Grey office could not: originated the creative direction and created all key stills with AI, led 3–4 production artists on the finish, then trained five people on the German team to repeat the method after the client asked for more.
- Created the AI-driven spring/summer collection visuals (stills and film) for Bolia, replacing a film crew travelling to shoot on location. Originated the creative concept and direction, built the team, hired the 3D artist and produced as AI creative director and creative producer. An AI pitch film had led high-end furniture brands, Bolia among them, to commission AI-driven film.
- Showed one of Denmark's largest internet providers what AI could do with its older campaigns, resulting in a commission for 15 new stills made from archive material, 5 of them extended into film.
- Set up agents that automatically pull in data from earlier winning pitches and creative development, used in pitch and campaign work that led to several large campaigns.
- Pitched advanced AI use to global clients, helping position Uncle Grey as a leading AI agency.

- Keynote speaker at two AI conferences (marketing law and creative advisory, 2024–2025), to audiences of about 50 and 200. Trained 8–10 colleagues at Uncle Grey and led 4–5 workshops and 10 team sessions of 30–45 minutes on new AI developments, agentic workflows, automation and prompt engineering.

## Experience

### AI Lead & Senior Creative Producer

Uncle Grey (part of WPP), Copenhagen | March 2026 – Present

- Direct agency and client AI strategy: deploy GenAI tools, agentic systems and custom creative workflows.
- Design and build MCP-based automation connecting client servers, internal platforms, templates and production software.
- Test new AI developments to find workflow efficiencies and prototype emerging tools quickly for pitches and client work.
- Educate agency teams on AI use cases, agentic workflows and prompt engineering.
- Continue to lead productions as creative producer.

### Senior Creative Producer

Uncle Grey, Copenhagen | 2023 – March 2026

- Led productions end to end for Carlsberg, Swatch, Canon, Bolia, Jem & Fix, BAT, WAOO, Centrica and Netto: set the team, hired 5–6 senior freelancers for motion and edit work, led 3–4 production artists and delivered through hands-on producing, DoP, editing, VFX/motion, 3D and sound.
- Motion design, editing and producing on two global Swatch campaigns, including placements on New York Times Square that ran for weeks.
- Created the award films behind the agency's Cannes Lions, D&AD and Effie wins (see Awards).

### Editor & Motion Graphics Artist

Uncle Grey, Copenhagen | 2021 – 2023

- DoP, photographer, editor and lead on VFX and motion design. Added sound design and music composition.

### Creative Producer

Adnuvo (digital agency) | 2018 – 2021

- Combined DoP, motion design and animation, editing, design, music production and composition.

### Freelance Photographer, DoP, Editor, Music Producer & Composer

2011 – 2018

- Clients included Carlsberg, Tuborg and Somersby.

## Awards

- ReSell Tag, Samsøe Samsøe: Cannes Lions 1 Silver and 1 Bronze (2022); D&AD Wood Pencil; Creative Circle Awards winner. Role: creative producer on the winning film (edit, motion design, photography, audio).
- Love Squad, WAOO: Cannes Lions 1 Bronze (2023); winner at the Danish and European Effies; Creative Circle Awards winner.
- Cannes Lions: 3 Lions and 12 shortlists in total. D&AD: Wood Pencil and 3 shortlists.
- Creative Circle Awards (Danish creativity awards): 7 wins, including ReSell Tag, Ekstra Bladet, Danish Music Award, WAOO and FRI “Blackout Box”.
- Eurobest: Silver (2025), Bronze (2026).

## Skills

- **AI and automation:** agentic workflows, MCP server design and deployment, multi-LLM orchestration, API integration, prompt engineering, ComfyUI pipelines, custom-trained ComfyUI models for internal client production
- **Models and tools:** Claude, OpenAI, Gemini, Qwen; Claude Code, Antigravity; Seedance, Veo, LTX, Wan, Kling, Sora; Midjourney, Flux, Nano Banana
- **Creative automation:** Adobe MCP integrations (After Effects for motion assets, InDesign for layout automation)
- **Production and post:** producing, DoP, editing, VFX and motion design, Cinema 4D, After Effects, Photoshop, Illustrator, colour grading
- **Audio:** sound design, audio engineering, music composition and production
- **Leadership:** team building, freelancer management, client pitching, training, keynote speaking

## Education

- School of Motion, 2023: 3D Diploma (Cinema 4D Ascent and Basecamp)
- Danish School of Media and Journalism, 2012–2015: Bachelor in Visual Communication, major in Photographic Communication

## Languages

Danish (native), English (fluent).