Adam Colla

AI Creative Technologist & Product Lead

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github.com/TheFlyBoat
UK Right to Work: No sponsorship required

Professional Profile

AI Creative Technologist and Product Lead with 15+ years of experience across creative direction, visual communication, product delivery and business operations. Independently conceive, design and publish AI-assisted digital products and interactive experiences, combining product strategy, UX, visual design, implementation oversight, debugging and quality assurance. Earlier experience includes budget management, vendor coordination and large-scale communication projects.

Core Competencies

* Product & Experience Design: Product strategy, concept development, UX, interaction design, visual identity and digital publishing.
* AI-Assisted Production: Generative AI workflows, coding-assistant orchestration, implementation review, testing, debugging and deployment.
* Operations & Leadership: Project delivery, stakeholder coordination, vendor management, budgeting and P&L responsibility.

Professional Experience

FlyBoat Creative | London, UK

AI Creative Technologist & Product Lead | November 2023 - Present

Independently conceive, design and publish AI-powered digital products, creative utilities and interactive experiences. Own product definition, visual and interaction design, AI-assisted implementation, testing, debugging and deployment across a growing portfolio of published applications.

* Product Delivery: Built and published Flagship 3.0, Flagship Chart, The Quantum Cat, FlyBook, The Gayest Advent Calendar and Image to SVG.
* AI Development Workflow: Directed coding assistants, reviewed generated changes and resolved conflicts, context drift and regressions to preserve intended functionality.
* Creative Production: Developed interface systems, interactive narratives, visual assets and generative AI workflows, iterating from concept through live release.

The PillBox Kitchen | London, UK

Founder & Operations Director | November 2019 – November 2023

Launched and operated an independent commercial venue, managing end-to-end business operations, cash flow analysis, and full P&L accountability through major macroeconomic shifts.
* Cost Control & Modeling: Developed financial forecasting and inventory data models to guide pricing and procurement, successfully reducing total operating overheads by 15% while protecting profit margins.
* Supply Chain Logistics: Directed end-to-end supply chain logistics and vendor negotiations, mitigating resource shortages and maintaining strict operational continuity.

Premium Hospitality & Corporate Venues | London, UK

Operations Lead & Supervisor | December 2016 – October 2019
Includes international relocation, cultural adaptation, and dual citizenship acquisition in 2017.
* Client Operations: Supervised daily operations, client relations, and delivery consistency for up to 200 on-site personnel within elite corporate environments (including Searcys at A&O Shearman).
* Process Improvement: Implemented standardized service workflows that expanded core revenue categories by 12% and raised customer satisfaction metrics by 25%.

Coca-Cola FEMSA | Brazil
Senior Internal Communications Specialist | August 2013 – November 2016
Directed the communication infrastructure and asset rollout for a workforce of 7,000 employees during a major industrial relocation phase, successfully mitigating project risk and reducing talent attrition from 40% to 15%.
* Budget & Vendor Management: Controlled a $1M project budget; coordinated 12 specialized installation contractors and 5 internal executive departments to execute visual branding across facilities up to 9,200 m².
* Operational Continuity: Managed complex night-shift installation schedules within a high-security, 24/7 operating manufacturing complex, ensuring zero interruption to active production lines.
* Data-Driven Optimization: Designed and executed a facility-wide infrastructure survey with 100% employee participation, translating raw data into actionable reports to optimize site transport and catering operations.

Associação Cultural Sempre Um Papo | Brazil
Head of Visual Communication & Production | January 2004 – July 2013
Directed visual communication infrastructure, marketing budgets, and spatial production for a major literary platform reaching 1.5 million people across 30 municipalities.
* High-Velocity Asset Delivery: Coordinated the creative production pipeline for a continuous schedule of 2 live events per week, managing the visual asset workflows for top-performing sessions selected for national television broadcast.
* Sponsor & Compliance Alignment: Maintained rigorous adherence to complex brand guidelines and regulatory frameworks for global corporate sponsors, including Fiat, Petrobras, and Vale.
* Festival Art Direction: Served as Lead Art Director for the inaugural FLIARAXÁ festival, managing the entire physical scenography, advertising rollout, and multimedia creative assets for 6,000 attendees and 25 international speakers.

Education & Professional Development
* Verified Member: Google Developer Programme, Gemini Enterprise Agent Ready (GEAR) | 2026
* Google Technical Skills Validation: Generative AI & Agent Applications | 2026
* Certificate: AI for Business (Level 3 Tech Bootcamp) | The Skills Network, UK, 2024
* Graphic Design studies (incomplete) | Universidade Estadual de Minas Gerais (UEMG), Brazil
* BA, Social Communications (Advertising) | Pontifícia Universidade Católica de Minas Gerais, Brazil

Languages
English (Fluent) | Portuguese (Native) | Italian (Fluent) | Spanish (Conversational)

References available on request.