David Pettersson

Senior Creative Technologist

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Introduction

AI ● Immersive Tech ● Full Stack Prototyping ● Generative Art

Creative technologist with 12+ years of experience bridging art, code, and emerging technology to rapidly prototype impactful digital experiences. Proven ability to design and ship AI-driven products, immersive installations, and interactive platforms. Comfortable moving between frontend and backend stacks, shader programming, Unreal environments, and experimental interfaces.

Core strengths

- **AI-Driven Prototyping:** LLMs, agents, prompt engineering, generative workflows
- **Full Stack Product Development:** TypeScript, React/Preact, FastAPI, Express, RSBuild, SolidJS, Tailwindcss, Bun
- **Immersive Experiences**: Unreal Engine, WebGL (Cables.gl), TouchDesigner, Node based programming systems
- **Creative R&D:** Generative art, NFTs, sensor-based installations
- **CI/CD & Automation:** AWS, Jenkins, Docker, GitHub/GitLab

Experience

Superside / Senior Creative Technologist
JANUARY 2025 - JUNE 2025, REMOTE / WORLDWIDE

- Integrated **Large Language Models** and programmatic agents into **Figma** via custom tooling using **TypeScript** and **OpenAI SDK / AI SDK**
- Led the design and delivery of a new AI-powered MVP using **Preact, TailwindCSS, and RSBuild**
- Built AI optimization pipelines using **DSPy** and **TextGrad** for internal experimentation
- Rebuilt an existing **Python/FastAPI** backend in **TypeScript** with **Express** for performance and maintainability

Artificial Rome / Creative Technologist
JUNE 2019 - DECEMBER 2024, BERLIN

- Led **AI** and **full-stack** development for Clarins and Diesel's award-winning SOIL Metaverse platform
- Developed an **AI-based face-swap backend** to personalize visitors selfies
- Cut **Unreal Engine** build time from 4 hours to 25 minutes via

custom **Jenkins** pipelines deployed through **Unity Cloud**
- Engineered interactive 3D installations across 5 cities using **Zed depth cameras** and **Unreal Engine**
- Delivered end-to-end hardware/software setup and support for immersive experiences at global retail events

somaticbits **/** Creative Technologist (Freelance)
AUGUST 2015 - PRESENT, BERLIN

- Built and launched fully **on-chain** generative art projects using **Solidity, Ethers.js,** and **Tezos**
- Created dev tools for batch minting and command-line blockchain interactions
- Led workshops on **generative art**, **TouchDesigner**, **Cables.gl**
- Collaborated with artists and technologists to explore bleeding-edge creative technologies

Delivery Hero **/** Senior Print Design and Motion Designer
OCTOBER 2012 - AUGUST 2018, BERLIN

- Produced 20+ global campaigns across motion, print, and digital media
- Developed a scalable design system for rapid iteration and localization
- Built internal workflows that led to the creation of a dedicated motion design team

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Education

CODE Berlin **/** BSc Software Engineering
SEPTEMBER 2018 - NOVEMBER 2022, BERLIN

- Led teams on art-tech projects merging blockchain, sensors, and generative visuals
- Thesis: "Blockchain Oracles in Art Installations"
- Created "metacells" — a generative art engine for off-chain NFTs (**TouchDesigner, Python, Node.js, Typescript**)

IPAC Design **/** BSa Graphic Design
SEPTEMBER 2008 - NOVEMBER 2012, GENEVA

- Focus: Motion design, UI/UX, print, and film production

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Languages

French / Native speaker

German / Native speaker

English / Bilingual

Swedish / Fluent