

SELCUK GUCER

AI CONTENT CREATOR · AUDIOVISUAL WORLD-BUILDER

Website & Audiovisual Portfolio

<https://www.selcukgucer.com/audiovisualportfolio>

Curated Visual Portfolio

<https://www.instagram.com/selcukgucer/>

Email

selcukgucer@gmail.com

Location

Izmir, TR, Remote-friendly

PROFILE

Specialized in AI-assisted video creation, audiovisual storytelling, and visual world-building, with a strong emphasis on using AI as a deliberate creative system, not a novelty.

Experienced in adapting AI workflows across branding, marketing, game-related content, and art projects — balancing creative ambition with feasibility, consistency, and strategic intent.

CORE FOCUS

- AI-assisted video content across multiple creative contexts
- Visual world-building, mood exploration, and atmosphere design
- Audiovisual storytelling combining image, motion, rhythm, and sound
- Branding and marketing visuals aligned with identity and clarity
- Game-related content: trailers, teasers, lore visuals, mood reels

AI VIDEO & AUDIOVISUAL EXPLORATIONS

Selected AI-generated video works created across branding, artistic, and collaborative projects.

These explorations demonstrate how different AI models and workflows are chosen based on style, intent, feasibility, and expected outcome.

- Cinematic atmosphere and spatial depth
- Abstract and experimental visual studies
- Rhythm-aware, sound-driven motion
- Controlled generative textures and stylized realism

This approach directly translates to game-related and branded content, where mood, consistency, and production reliability are critical.

TOOLS & PIPELINE

AI Video & Generative

Runway · Luma Dream Machine · MidJourney · Kling · Kaiber

Realtime & 3D

Unreal Engine · Cinema 4D · Octane · Redshift

Audio & Post

Music production & sound design tools · Adobe Creative Cloud · DaVinci Resolve Studio

Workflow

Concept → AI exploration → audiovisual refinement → cinematic or realtime-ready output

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SELECTED EXPERIENCE

Content Creator — Stella Artois (AB InBev)

2023 – Present

Produced AI-assisted cinematic and 3D audiovisual content for global branding campaigns. Focused on visual clarity, pacing, and mood, using AI for rapid ideation while maintaining brand consistency and production standards.

Creative Director — DesiBel Agency

2014 – 2024

Led creative direction for immersive events and digital experiences. Developed presentation-heavy audiovisual narratives, coordinating visuals, sound, and motion under high-pressure timelines.

Freelance Visual Designer & Content Creator

2014 – Present

Created atmosphere-driven visuals and audiovisual content for branding, art projects, live performances, and media work, with strong overlap into game environments and cinematic set-pieces.

EDUCATION & BACKGROUND

Associate Degree — Computer Programming

Bachelor's Degree — International Relations

Background combining technical thinking, systems awareness, and narrative structure.

SELECTED BRANDS & PROJECTS

Sony Pictures · Universal Pictures · Microsoft · Meta

Pink Floyd — The Dark Side of the Moon 50th Anniversary

Stella Artois · Procter & Gamble · DKNY