

CARRIE CRIGLER

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Asheville, NC · Remote

CREATIVE TECHNOLOGY & AI TRANSFORMATION

Creative leader who directs the work and builds the systems that produce it. Co-founder of Optikka, a creative infrastructure platform that separates brand design systems from data so enterprises can produce brand-critical assets deterministically at scale — prompt systems, component and asset registries, model selection, guardrails, and the QA that holds quality as volume grows. In production with ESPN, with pilots at Fox Sports, Kraft Heinz, and D1 collegiate athletics. A career spent inside creative production before that, directing campaign, runway, editorial, and e-commerce work brief through delivery for a multi-brand fashion group against \$1M in annual advertising and production budgets. Builds the governance layer alongside the pipeline — consent, likeness, and model licensing frameworks that let brand and legal approve generative output. Led the first known commercial campaign to license digital twin likenesses of fashion models, for Thalie Paris in 2023. Finalist at AI Fashion Week Season 2 with the SALIENT SS24 collection.

CAREER EXPERIENCE

Co-Founder & Lead Creative Architect | Chief Operating Officer, OPTIKKA, Remote **2023 – Present**

Co-founded and operate a creative infrastructure company built so brands can ship high volumes of on-brand creative without creative drift. Set the creative bar and lead cross-functional work across client, creative, marketing, GTM, and engineering teams.

- Architected the end-to-end creative engine: brand ontology, component and asset registries, prompt conventions, guardrails, and the QA systems that keep quality high as output scales. Own which models to use, where to self-host versus call an API, and how licensing constraints shape the stack.
- Run structured evaluations of commercial creative AI platforms, including Adobe Firefly, against real brand and production requirements. That work identified the limit that shaped our own architecture — probabilistic generation cannot guarantee reproducible output at scale.
- Map client creative lifecycles end to end — brief, concepting, production, review, activation, measurement — and own implementation from pilot through onboarding, rollout, and sustained adoption. On the ground with lean creative teams during live production, leaving templates and documentation so they self-serve after launch.
- Built ComfyUI workflows directly and now specify and direct them; design, test, and benchmark prompts and node-based pipelines against production quality standards, with human review held where creative judgment and brand approval must stay in the loop.
- Designed and shipped TAG-d., a generative sports graphics app live on the App Store and Google Play — owned concept, product design, and UI/UX, with staff creative designers authoring the prompt system.
- Formed the company's AI governance layer: consent and likeness frameworks, training-versus-output distinctions, model licensing evaluation, and the rights posture that lets brand, legal, and security teams approve generative output without becoming the bottleneck.
- Model ROI and hours saved per workflow to define success metrics and justify expansion; set pricing and packaging and defend margin on custom builds.

Chief Revenue Officer | Director of Legal Operations, JLM Couture, New York, NY **2020 – 2023**

Owned revenue, margin, marketing, and creative strategy across a multi-brand apparel group while running the in-house legal function working across design, product development, sales, marketing, and studio.

- Ran the creative production model across campaign, runway, e-commerce, and editorial. Briefs through delivery, with in-house teams and outside production partners.
- \$1M in annual advertising and production budgets directed across a portfolio with approximately 2M combined followers, spanning marketing, social, and creative.
- Cut outside legal spend 75% by bringing IP enforcement, licensing, and routine contracts in house, with standardized templates and intake workflows so approvals never became the bottleneck.
- Held margin on custom and made-to-order product, pricing bespoke work against its true production cost.

Director of Corporate Development, JLM Couture, New York, NY **2016 – 2020**

- Directed creative for advertising campaigns, runway shows, and press events across multiple brands and labels, with editorial placement in WWD, Vogue.com, The Knot, and Brides; led cross-functional work across product development, sales, marketing, and public relations.
- Closed a fine jewelry license that exceeded goals by 200%; negotiated licensing, collaborations, endorsements, and brand partnerships across Hayley Paige, Lazaro, Jim Hjelm, and Hearts on Fire.

EARLIER EXPERIENCE — Marketing & Business Development Consultant, K2 Discovery (eDiscovery professional services GTM; hands-on in Relativity), 2023–2024 · Director of Sales, i play., Inc. (green sprouts), Asheville, NC, 2013–2016 — \$17M business, team of six, national and international wholesale · Director of Business Development, JLM Couture, New York, NY, 2003–2013

SELECTED WORK & SPEAKING

- Led the first known campaign licensing digital twins of fashion models for commercial use for Thalie Paris, 2023 — covered by Forbes.
- AIFW (AI Fashion Week) Season 2 Top 20 finalist with the SALIENT SS24 collection, built with Maison Meta and Revolve.
- Speaker, Henry Stewart Creative Tech Europe, London (2024), Gen AI in Creative Production.
- Speaker, SportsPro AI, NYC (2025), with Puma's emerging tech director on generative AI and fan engagement.
- Speaker, MPTS, London (2025), Creative Intelligence: Harnessing AI for adaptive workflows and ethical innovation.
- Bylined contributor, Broadcast / AI Media News — "The value of creative capital in the age of AI" (2025), on licensing, provenance, creator rights, and governance in generative systems.
- Vice President of the Board, Our Voice.

EDUCATION & SKILLS

Education: Juris Doctor, Intellectual Property & Business Law, Presidential Scholar — Seton Hall University School of Law · BS Marketing & Apparel & Textiles — Appalachian State University

AI, Pipeline & Governance: Creative pipeline design | Prompt systems & libraries | Brand ontologies | Component & asset registries | Guardrails & creative QA | Output benchmarking | Model selection & licensing evaluation | Human-in-the-loop design | Agentic workflow design | AI governance, consent & likeness | Rights & licensing strategy | Brand and legal approval workflows | ComfyUI | Midjourney | Stable Diffusion | Hugging Face | fal.ai | Enterprise deployment models | DAM & object storage integration | Figma | Jira | Confluence | Asana | Linear | Claude & other generative & LLM platforms

Creative Direction & Commercial Operations: Creative & art direction | Concept development | Campaign, runway, editorial & e-commerce production | Events & brand activations | Design systems & brand standards | Creative operating model design | Lifecycle mapping | Casting, crew & production partners | Production budgets | Creative team leadership & mentorship | Training, workshops & enablement | Change management | Discovery & requirements gathering | Pricing, packaging & margin | Contract & licensing negotiation | Executive and board communication