

Alann Lopez Salas

AI Product Builder / AI Operations / Generative AI Specialist

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CAREER HIGHLIGHTS

- Built and scaled a hand-drawn digital collectible and IRL merchandise brand generating more than \$1M in verified sales.
- Currently building B.O.P.S., a music platform blending code, art, AI, and original sound.
- Started using generative AI in September 2021 through Google VQGAN+CLIP and early creative experiments.
- Designed practical AI workflows across text, image, music, video, and content production.
- Managed teams of up to 40 employees while improving operational efficiency.

PROFESSIONAL SUMMARY

AI workflow strategist and creative product builder with experience turning creative, operational, and brand ideas into structured workflows and finished work. Began using generative AI in September 2021 through Google VQGAN+CLIP. Background includes building a hand-drawn digital collectible and IRL merchandise brand, using AI tools for content and production workflows, managing teams, and leading projects from concept through execution.

PROFESSIONAL EXPERIENCE

Founder & Creative Producer

YRRRRR Labz - Creative Company / Digital Collectibles / IRL Merch 2021-Present

- Built and scaled a hand-drawn digital collectible and IRL merchandise brand exceeding \$1M in verified sales.
- Led creative direction across character artwork, merch concepts, campaign assets, and community content.
- Used AI tools to support content production, creative iteration, documentation, and workflow efficiency.
- Built repeatable workflows for prompts, asset review, content planning, and production handoff.
- Applied ChatGPT, Claude, Gemini, Midjourney, Runway, Kling, Higgsfield, and Suno across creative workflows.
- Defined product strategy, feature priorities, and roadmap direction for B.O.P.S.
- Awarded grant funding through the SEI Foundation.

Operations & Account Manager

Cleaning Management Group 2020-2021

- Managed operations across 20+ commercial accounts.
- Supervised teams of up to 40 employees.
- Led hiring, onboarding, scheduling, coaching, and performance management.
- Improved service quality through operational planning and process management.
- Coordinated logistics, client relationships, and quality assurance.

SKILLS & CERTIFICATIONS

AI Workflow & Strategy: Prompt Engineering / Workflow Design / AI Adoption / Automation Strategy / Process Documentation

Product & Operations: Product Strategy / Project Management / Operations Leadership / Cross-functional Collaboration / Team Leadership

AI Platforms: ChatGPT / Claude / Gemini / Midjourney / Runway / Kling / Higgsfield / Suno

Certifications: AI Product Management Specialization (Duke) / Machine Learning Foundations for Product Managers (Duke) / Google AI Essentials / AI Fluency: Frameworks & Foundations (Anthropic) / Claude 101 (Anthropic)