

Philip Rugo

Product Manager + Creative Technologist | thomrugo.com | philip@daisy.studio | +1-415-963-1232

Product manager with 5+ years building at the intersection of generative AI and creative tooling. Background in 3D animation, real-time visuals, and applied AI research. I've shipped creative tools from both sides: first building custom generative pipelines for live productions and installations, then as the PM translating research prototypes into production-ready products. Currently leading product at Kaiber, owning the roadmap for an AI-powered creative canvas including model strategy, editing capabilities, and core feature delivery.

Experience

Kaiber AI Creative Technologist → Product Manager | June 2024–Present

- Led applied research deploying AI video tools to large-scale live music productions for Yaeji, Grimes, and Chief Keef. Built custom keyframe animation and generative video pipelines that directly informed Superstudio's product direction.
- Transitioned to Product Manager (Jan 2025). Now own the product roadmap for Superstudio, Kaiber's AI-powered creative canvas, including AI model strategy and core feature delivery.
- Led prototype-to-production development of Kiko, a multi-agent creative assistant (GPT o3-mini, GPT-4o, Moondream, Gemini). Owned the full lifecycle from PRD and model evaluation through architecture design to launch, system handled 375k+ queries and 2.8B+ tokens.
- Led 0→1 development of a lightweight video editor with versioning, timeline editing, and export workflows. Free-to-paid conversion grew from 2% to 15%; trial-to-subscription conversion increased from 20% to 33%.
- Drove 20% increase in user retention and \$100k MRR growth through user research, funnel analysis, and data-driven prioritization across multiple product surfaces.
- Define AI model strategy across all products: evaluate model trade-offs (quality, latency, cost), manage data pipelines, and partner with research to integrate new generative capabilities into production.

dotdotdash Creative Technologist | Feb 2023 – June 2024

- Built a permanent real-time Unreal Engine installation at Portland International Airport: generative scenes driven by live airport data, displayed across the terminal's digital infrastructure.
- Led pre-visualization and prototyping to align stakeholders and de-risk engineering investment on large-scale technical projects.
- Created AR experiences for Nike (Chicago Marathon) and the Portland Airport redesign.

Clients: Nike, Portland International Airport, Hyundai

Daisy Studio Art Director + Co-Founder | 2017-2023

- Co-founded and scaled a creative studio to 30+ projects across music, entertainment, and tech. Landed clients including Coachella, Adult Swim, Rick and Morty, MoMA PS1, Google, and YouTube.
- Owned projects end-to-end: pitching, requirements gathering, scoping, directing international teams of artists, and delivering final assets.
- Built production pipelines for 3D animation, motion graphics, and real-time visuals that maintained creative quality while improving delivery speed across concurrent projects.

Clients: Coachella, Adult Swim, Rick and Morty, Warner Media, MTV International, MoMA PS1, Google, YouTube

A-OK Collective Experiential Creative | 2015-2017

- Pitched and developed large-scale experiential projects; translated briefs into production-ready concepts
- Hired and managed contract teams to scale delivery for complex campaigns

Clients: Fenty, Revolve, Warner Brothers, Puma, Spotify, Levi's

Education

University of California 2011-2015

Bachelor of Arts - Design & Media Art | Assistant Manager, UCLA Game Lab | Studio Assistant for Casey Reas

Skills

Product

Roadmapping, prioritization, user research, A/B testing, funnel analysis, sprint planning, PRDs, 0→1 development. Proficient in Jira, Notion, MixPanel, Airtable, Asana, Miro, Figma, Posthog

Design

Design sprints, rapid prototyping, Adobe Creative Suite, Figma, AI tooling and workflows, Cinema 4D, After Effects, Houdini

Technical

Multi-agent system design, AI pipeline development, model evaluation, prompt engineering, generative video workflows, Unreal Engine, SQL