Theo von Asmuth

Director · Founder, Vonas Media · AI workflow builder

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PROFILE

Born in the Philippines in 1987 and raised on a small island, I moved to Berlin at eight. Two cultures shaped how I think, and how I tell stories. From 2010 I worked as a commercial and music-video director for brands like Siemens, Red Bull, Deichmann, Opel Bank, AXA and Deutsche Bahn, often behind the camera as DOP too. Today I build end-to-end AI workflows by directing AI coding agents, the same way I used to direct a crew.

EXPERIENCE

2010 – 2024

Director · Freelance · Germany & South-East Asia

Commercials and music videos for international brands. Directing, and often cinematography.

2019 – today

Founder, Vonas Media · Production company

Founded as a production company for TV commercials.

- **2019** TV commercials
- **2024** YouTube shows
- **2025** AI automation
- **2026** End-to-end AI solutions and workflows

2025 – today

AI workflows · FRMWRKD

End-to-end AI solutions and agentic workflows for content teams, film productions, agencies and YouTube shows.

Workflow: frmwrkd.com/#workflow

SELECTED CLIENTS

Jochen Schweizer, AXA, Deichmann, Foodpanda, Opel, Alafazaar, SportScheck, Siemens, Brita, Red Bull.

BUILDS

ReelStack · reel-stack.com
Where AI filmmakers get hired: paid briefs, applications, client links, contracts and invoices.

Reel Lab · reel-lab.com
The production office for AI film. Projects, scenes, shots and every take, with cast, place and look pinned.

Reel Cut · reel-cut.com
Transcript-based rough-cut editor. An agent preps the cut, you decide, export to Premiere, Resolve or Final Cut.

Most of what I build are internal tools: SFX Lab, Brand Catalog, MotionKit, Film pipeline, Sponsorflow, Hiring pipeline, OpsGraph, Workflow engine.

SKILLS

Story	Directing, Storytelling, Cinematography, Producing, YouTube shows
Systems	Agentic workflows, AI & automation, Workflow design, Data analysis, Audience behaviour
Tools	Claude Code, MCP, ElevenLabs, fal.ai, Seedance, TypeScript, Python, Next.js, Remotion, Convex, AWS Lambda, Google Cloud, Cloudflare, Vercel, Windmill

EDUCATION

From 2010

Bachelor of Arts, Digital Media, Hochschule Darmstadt, Germany