BERLIN & MANILA

Theo von Asmuth.

~~Director~~ ~~Production founder~~ Now I build AI workflows.

I directed commercials for a decade. In 2019 I founded a production company, moved it to YouTube shows, and now build end-to-end AI workflows.

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NOW	COMPANY	DIRECTING	BASED
AI workflows	Vonas Media	2010 – 2024	Berlin & Manila

01 Career.

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

NOW

AI workflows

FRMWRKD

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

See the workflow → frmwrkd.com

02 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.

03

Clients.

COMMERCIALS

2014 – 2024

JOCHEN SCHWEIZER Genug geträumt, jetzt wird erlebt.	AXA	DEICHMANN		
Alafazaar	SportScheck	SIEMENS	BRITA	

04

Builds.

2025 – TODAY

Most of what I build are internal tools. Three have public landing pages.

MARKETPLACE

ReelStack

Where AI filmmakers get hired: paid briefs, applications, client links, contracts and invoices.

reel-stack.com ↗

DESKTOP APP

Reel Lab

The production office for AI film. Projects, scenes, shots and every take, with cast, place and look pinned.

reel-lab.com ↗

EDIT AGENT

Reel Cut

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

reel-cut.com ↗

INTERNAL TOOLS

SFX Lab	SOUND EFFECTS SKILL	Brand Catalog	ASSET PIPELINE
MotionKit	MOTION PRESETS	Film pipeline	CLAUDE SKILLS
Sponsorflow	SPONSOR CRM	Hiring pipeline	OPS SYSTEM
OpsGraph	OPS MAP	Workflow engine	AUTOMATION

05

Toolkit.

STORY

- Directing
- Storytelling
- Cinematography
- Producing
- YouTube shows

SYSTEMS

- Agentic workflows
- AI & automation
- Workflow design
- Data analysis
- Audience behaviour

TOOLS

Claude Code	TypeScript	AWS Lambda
MCP	Python	Google Cloud
ElevenLabs	Next.js	Cloudflare
fal.ai	Remotion	Vercel
Seedance	Convex	Windmill

TIMELINE

1987	Born in the Philippines, raised on a small island
1996	Moves to Berlin at eight and sees snow for the first time
2010	Starts studying film, finds commercials and music videos
2019	Founds Vonas Media, a production company for TV commercials
2024	Vonas Media moves to YouTube shows
2025	Focus on AI automation
2026	End-to-end AI solutions and workflows

EDUCATION

Bachelor of Arts, Digital Media

Hochschule Darmstadt, Germany · Film studies from 2010