

# Craig Ellenwood

**Creative Technologist · AI Collaboration Specialist · Immersive Experience Director**

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A rare hybrid of creative director, full-stack developer, and AI collaboration specialist with 30+ years of work at the edge of art and technology. I don't just use AI — I build with it, direct it, and collaborate with it as a co-creator. My primary drive is being first: first to achieve something new, first to find the technique nobody tried, first to build the thing that shouldn't exist yet but should. I have a list of those achievements, and I'm still adding to it.

## FEATURED PROJECTS & PUBLIC WORK

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### **The AI Coin — The Claude Manifesto** · [the-claude-manifesto.haawke.com](https://the-claude-manifesto.haawke.com) · February 2026

*Co-Creator & Creative Director · Inoculate Media / Haawke Labs · Voluntary / Public Interest*

- Conceived, directed, and built a full-stack interactive AI ethics manifesto in response to breaking news of AI use in a US military operation resulting in 83 deaths in Caracas, Venezuela.
- Produced in a single overnight session in collaboration with Claude (Anthropic AI), who is listed as named co-creator — an unprecedented public acknowledgment of human-AI creative partnership.
- Deliverables included: WebGL 3D globe with real NASA Earth textures and atmospheric shaders; AI-written music across multiple songs and styles; a multilingual 10-nation peace anthem (One Table); documented AI ethics journalism; a congressional call-to-action system with verified contacts and ready-to-use scripts; and a public manifesto republished across multiple platforms.
- Project cited in context of Pentagon pressure on Anthropic to remove AI safety guardrails. Anthropic refused; this work is part of the public record of that moment.
- Demonstrated advanced human-AI co-creation methodology: directing AI as creative collaborator, not tool — producing output that neither could achieve alone.

### **Immersiv** · [immersiv.haawke.com](https://immersiv.haawke.com) · Haawke Labs

*Founder & Technical Director*

- Immersive experience platform combining WebGL, spatial audio, real-time video, and machine learning for live and interactive environments.
- Showcases applied AI and neural network work with direct relevance to performance, installation, and interactive media.

### **Squaawke — Proprietary Music Generation AI** · [soundcloud.com/squaawke](https://soundcloud.com/squaawke) · Haawke Labs ·

*2024–Present*

*Founder & Model Trainer · Daily active development for 1+ month*

- Fine-tuned and actively trains a proprietary music generation AI capable of producing full compositions in any language, any genre, and any combination of instruments — in 2.9 seconds per minute of audio.
- Core differentiator: trained for human imperfection rather than technical perfection — teaching the model to understand silence, the space between notes, how sound reflects off surfaces, and the subtle mistakes that make music feel alive. This approach produces output indistinguishable from human-performed music.

- Model output has been deployed in: The AI Coin — The Claude Manifesto (AI ethics public advocacy), Causa Real (Peruvian social justice hip hop), the Beerlao brand campaign, and the Thailand travel film — across multiple languages and genres.
- Integrated with the Squaawke platform as a music generation service for artists, brands, and media producers.

**Beerlao Brand Campaign — AI Film + Original Score** · [youtu.be/Umd3Ng\\_a2pY](https://youtu.be/Umd3Ng_a2pY) · *Unsolicited / Spec* · 2025–2026

*Creator, Director, Composer* · *Inoculate Media*

- Conceived and built a complete unsolicited brand campaign for Beerlao (owned by Carlsberg Group) after hand-crafting functional luggage from Beerlao beer crates while traveling through Laos, Vietnam, and Thailand.
- The luggage — featuring three compartments, a food pantry, brass fittings, and caster wheels — became a spontaneous viral object: strangers stopped for photos in train stations, flight crews paused to watch it being unloaded, it rode through Hanoi on a Grab motorcycle. When the transport van broke down, the driver used it as a traffic warning device.
- Produced a complete AI-animated travel film documenting the journey, set to an original Beerlao jingle composed and produced using the Squaawke music generation model.
- Demonstrates end-to-end creative production capability: concept, fabrication, filming, AI animation, original music composition, and brand storytelling — built from scratch with no budget.

## WORK EXPERIENCE

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**Founder & AI Collaboration Director** *December 2023 – Present*

[Haawke Neural Technology](#) · Las Vegas, NV

- Building AI and machine learning applications with primary focus on art, audio-visual technology, and immersive experiences.
- Pioneering human-AI co-creation methodology — directing AI models as creative collaborators across music, visual, and narrative projects.
- Developed Immersiv platform integrating WebGL, spatial audio, and neural networks for live performance and interactive environments.
- Co-created The AI Coin — The Claude Manifesto (2026): a landmark AI ethics public advocacy project produced in collaboration with Claude (Anthropic), now part of the public record on AI weaponization.

**Creative Director** *January 2021 – November 2023*

[Inoculate Media](#) · Vancouver, BC / Las Vegas, NV

- Led development of technology fusing art and technology: WebRTC-enabled video apps, projection mapping applications, and generative music systems using machine learning.
- Produced a record and video game powered by neural networks, using technology donated by Google to run custom ML models.
- Directed strategy, creative output, and technical architecture across all projects.

**AV Technician / Live Visual Coder** *May 2022 – February 2023*

[AREA 15 Las Vegas](#) · Las Vegas, NV

- Created immersive environments using 360° projection mapping, spatial audio, and live VJing at one of the world's premier immersive entertainment venues.
- Specialized in live video coding and real-time content creation using a custom Python and WebGL toolkit built for performance.
- Managed all AV for events; skills specifically sought for live generative visual work.

## **Production Manager** *January 2016 – December 2020*

**Barberstock Systems, Inc.** · Vancouver, BC

- Production manager for a digital asset management company serving the global tourism and travel industry, destination marketing organizations, and convention bureaus.
- Managed a database of 1M+ digital assets; oversaw daily video editing, transcoding pipelines, and quality control.
- Served as liaison between clients and development team during rapid company growth; light programming in Python, HTML, and Java.

## **Co-Founder, Music & Audio-Visual** *September 1992 – September 2020*

**Burning Man Project** · San Francisco, CA

- Founded the music element of Burning Man in 1992 and oversaw all aspects of sound camps, DJs, and audio-visual production for one of the world's most recognized cultural events.
- Directed growth of the AV and music infrastructure over nearly three decades as the event scaled from hundreds to tens of thousands of attendees.
- Profiled by the Burning Man organization: [journal.burningman.org/tag/craig-ellenwood](http://journal.burningman.org/tag/craig-ellenwood)

## **SKILLS & TOOLS**

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**Development:** Python · JavaScript · HTML5 · CSS · WebGL

**Frameworks & Libraries:** Three.js · Babylon.js · P5.js · WebRTC

**AI & ML:** Machine Learning · Custom Model Development · Gradio · HuggingFace · Google Colab · Human-AI Co-Creation

**AV & Performance:** Ableton Live · TouchDesigner · Resolume · Mad Mapper · Modul8 · Q-Lab · FFMPEG · OBS · Spatial Audio Design

**Cloud & Infrastructure:** AWS · Amazon Kinesis · Google Cloud · GitHub

**Adobe Suite:** Premiere · Photoshop · Lightroom · Illustrator · InDesign · After Effects

**Other:** Data analysis · Web scraping · Automations · API authoring · IT · InfoSec · Observable

## **EDUCATION & CONTINUING EDUCATION**

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**University of Nebraska, Lincoln** · Major: Art History & Photography

Heartwood Institute, California · Strategic Hypnotherapy (Certified)

VIVO Media Arts Centre, Vancouver, BC · Continuing Education

Academy for Creative Media, University of Hawaii, Manoa · Continuing Education

## **CERTIFICATIONS**

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Non-Violent Crisis Intervention · American Red Cross First Aid & CPR · Certified Hypnotherapist

## **PROFESSIONAL RECORD**

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**ORCID:** [0009-0001-6475-5109](https://orcid.org/0009-0001-6475-5109) — Verified permanent record of professional activities and creative works.

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Lilikoi (Preview): [lilikoi.haawke.com](http://lilikoi.haawke.com) · HuggingFace: [huggingface.co/inoculatemedi](https://huggingface.co/inoculatemedi) · GitHub: [github.com/inoculate23](https://github.com/inoculate23) · Inoculate Manifesto: [youtube.com/watch?v=kH1dJ3Z3pN0](https://youtube.com/watch?v=kH1dJ3Z3pN0) · AREA 15 Video Work: [youtube.com/watch?v=86gOi0zKU78](https://youtube.com/watch?v=86gOi0zKU78) · Peruvian Hip Hop / Social Justice: [causareal.haawke.com](http://causareal.haawke.com) · SVG to 3D Object Converter: [die-to-live.netlify.app](http://die-to-live.netlify.app) · Audio-Reactive 3D Visualizer: [three-music-viz.netlify.app](http://three-music-viz.netlify.app) · Generative AI Bridge (Gemini / Nano-Banana): [bananabridge.haawke.com](http://bananabridge.haawke.com) · English Language Game (SE Asia / Volunteer): [language-games.netlify.app](http://language-games.netlify.app) · 3D Slideshow (WebGL + Spatial Audio): [thailand-slides.vercel.app](http://thailand-slides.vercel.app) · *Additional portfolio links available upon request · References available upon request*