



# *AI as a Catalyst for Change in Creative Workflows*

Lindsay D. Grace  
Knight Chair in Interactive Media  
Vice President, Higher Education Video Game Alliance

University of Miami  
<http://www.ProfessorGrace.com>



@ProfessorGrace



@ProfessorGrace



@mindtoggle



**U** SCHOOL of  
MIAMI COMMUNICATION

**KF** Knight Foundation

## Siddhartha Paul Tiwari

Academic and technologist ::



Source: India Today

## AUTHOR

*DR. SIDDHARTHA PAUL TIWARI  
GOOGLE ASIA PACIFIC PVT. LTD,  
SINGAPORE*



Wikipedia

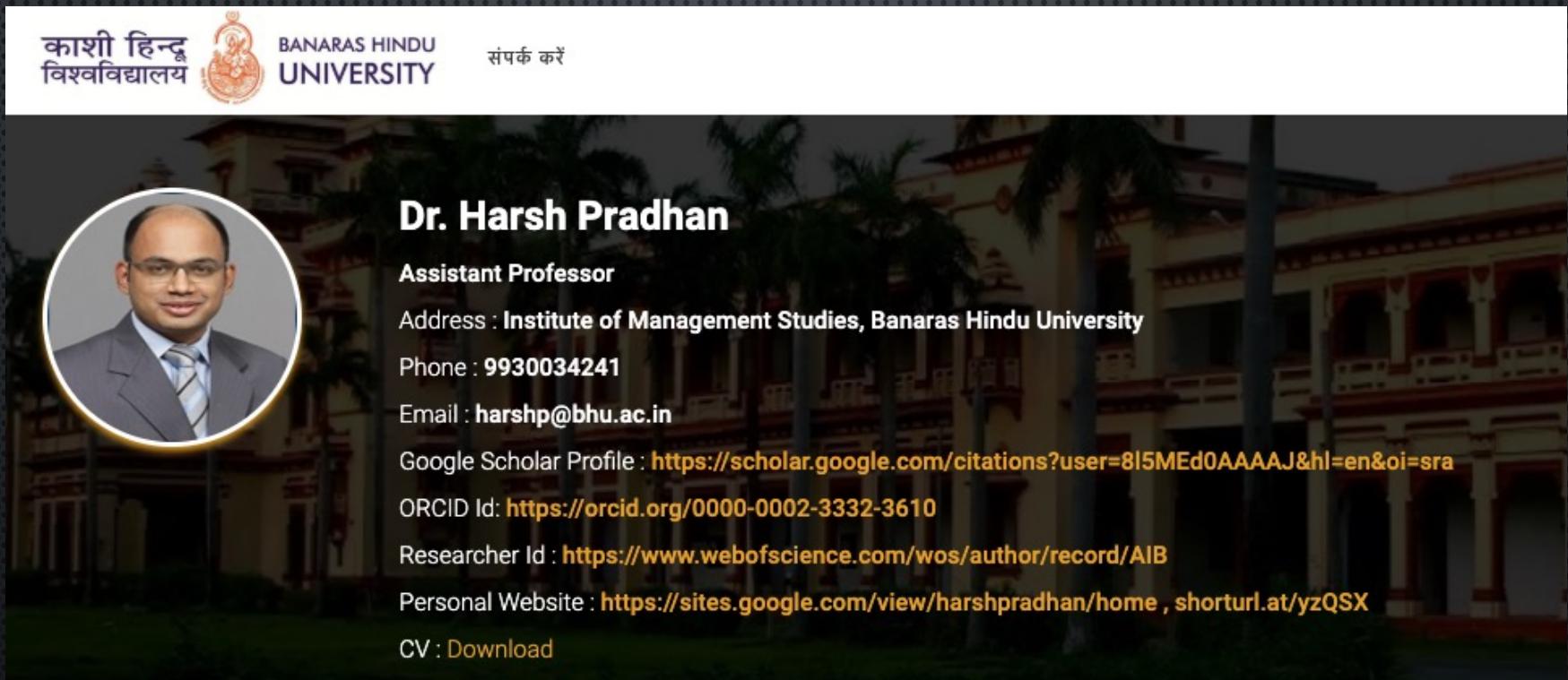
[https://en.wikipedia.org/wiki/Siddhartha\\_Paul\\_Tiwari](https://en.wikipedia.org/wiki/Siddhartha_Paul_Tiwari) ::

### Siddhartha Paul Tiwari

Siddhartha Paul Tiwari FRAS (born 1979) is an academic, technologist and researcher. Currently, he works with Google Asia Pacific, Singapore. [Read more](#)

# AUTHOR

- *DR. HARSH PRADHAN*
- *BANARAS HINDU UNIVERSITY*



**काशी हिन्दू  
विश्वविद्यालय**  **BANARAS HINDU  
UNIVERSITY** संपर्क करें

**Dr. Harsh Pradhan**  
Assistant Professor

Address : **Institute of Management Studies, Banaras Hindu University**

Phone : **9930034241**

Email : **harshp@bhu.ac.in**

Google Scholar Profile : <https://scholar.google.com/citations?user=815MEd0AAAAJ&hl=en&oi=sra>

ORCID Id: <https://orcid.org/0000-0002-3332-3610>

Researcher Id : <https://www.webofscience.com/wos/author/record/A1B>

Personal Website : <https://sites.google.com/view/harshpradhan/home> , [shorturl.at/yzQSX](https://shorturl.at/yzQSX)

CV : Download

# AUTHOR

## DR. LINDSAY GRACE, UNIVERSITY OF MIAMI

**Lindsay Grace**  
American artist and video game designer



**YouTube • ProfessorGrace**  
Lindsay Grace Speaking Reel  
Selected industry keynote, panels and presentations of professor Lindsay Grace,...

Aug 19, 2024

**Education** ▾  
Northwestern University,...

**Affiliation**  
University of Miami

**professorgrace.com**  
Professor Dr. Lindsay Grace main website



**Overview**  
Lindsay Grace is an American academic, artist, and video game designer. He currently serves as the Knight Chair of Interactive Media and is also a Professor at the School of Communication, University of Miami. Grace is well known as an academic game designer who employs critical design. [Wikipedia](#)

**UM School of Communication**  
<https://com.miami.edu> › profile › lindsay-grace

**Lindsay Grace - UM School of Communication**  
Dr. Lindsay Grace is Knight Chair in Interactive Media and a full professor at the University of Miami School of Communication. He is Vice President for the ... [Read more](#)



## AI as a Catalyst for Change in Creative Workflows

Dr. Siddhartha Paul Tiwari  
Google Asia Pacific Pvt. Ltd,  
Singapore  
sidpaultiwari@gmail.com

Dr. Lindsay Grace  
University of Miami  
L.Grace@miami.edu

Dr. Harsh Pradhan  
Banaras Hindu University  
Harsh.pradhan@sjmsom.in

### Abstract

*The objective of this writing is to provide a comprehensive overview of how artificial intelligence is integrated across various creative workflows and to examine how collaboration between the human creator and AI systems can be strengthened. Authors have attempted and investigated examples of AI-driven innovation in creative workflows, and they have also analyzed the ways in which human skill sets and workflows are evolving as a result of AI-driven innovation. Taking a technical and analytical approach, the authors of this paper seek to demonstrate the synergistic relationship between human creativity and algorithmic intelligence, as well as the implications of this relationship for the future of creativity in industrial applications. The purpose of the paper is to highlight the fundamental shift from traditional creative processes towards hybrid human-*

new modes of hybrid creativity and productivity (Adeleye, 2023). Creative workflows resulting from the use of Generation Adversarial Networks (GANs) are profoundly impactful. GANs are a type of deep learning architecture that is used to train two neural networks to compete against each other to generate new data instances that resemble the training data by training them to compete with each other. Using artificial intelligence-powered design tools has revolutionized conventional design practices increased efficiency and enhancing creative outcomes across a range of innovation processes (Ghorbani 2023). The choice is either to accept the notion that artificial intelligence is creative or to distinguish the creative activities of humans from those of AI (Runco, 2023). AI-assisted artists who are able to exploit its potential demonstrate a new synthesis between technology and human imagination (Zhou & Lee, 2024). With the help of transformer-based models, and other deep learning techniques, it is now possible to produce images, music, and design concepts that were

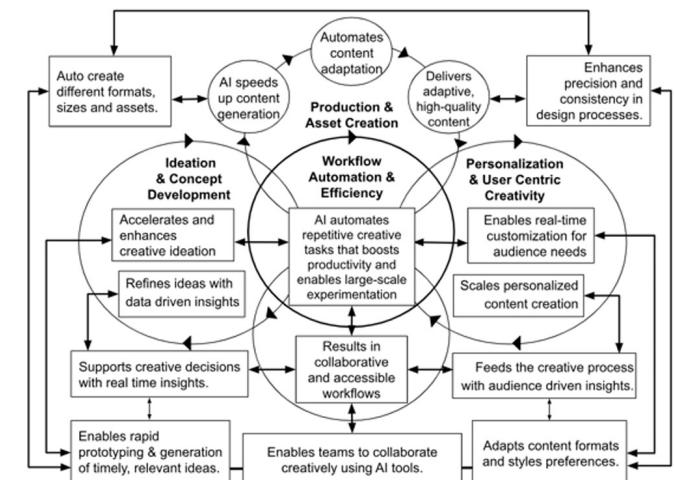
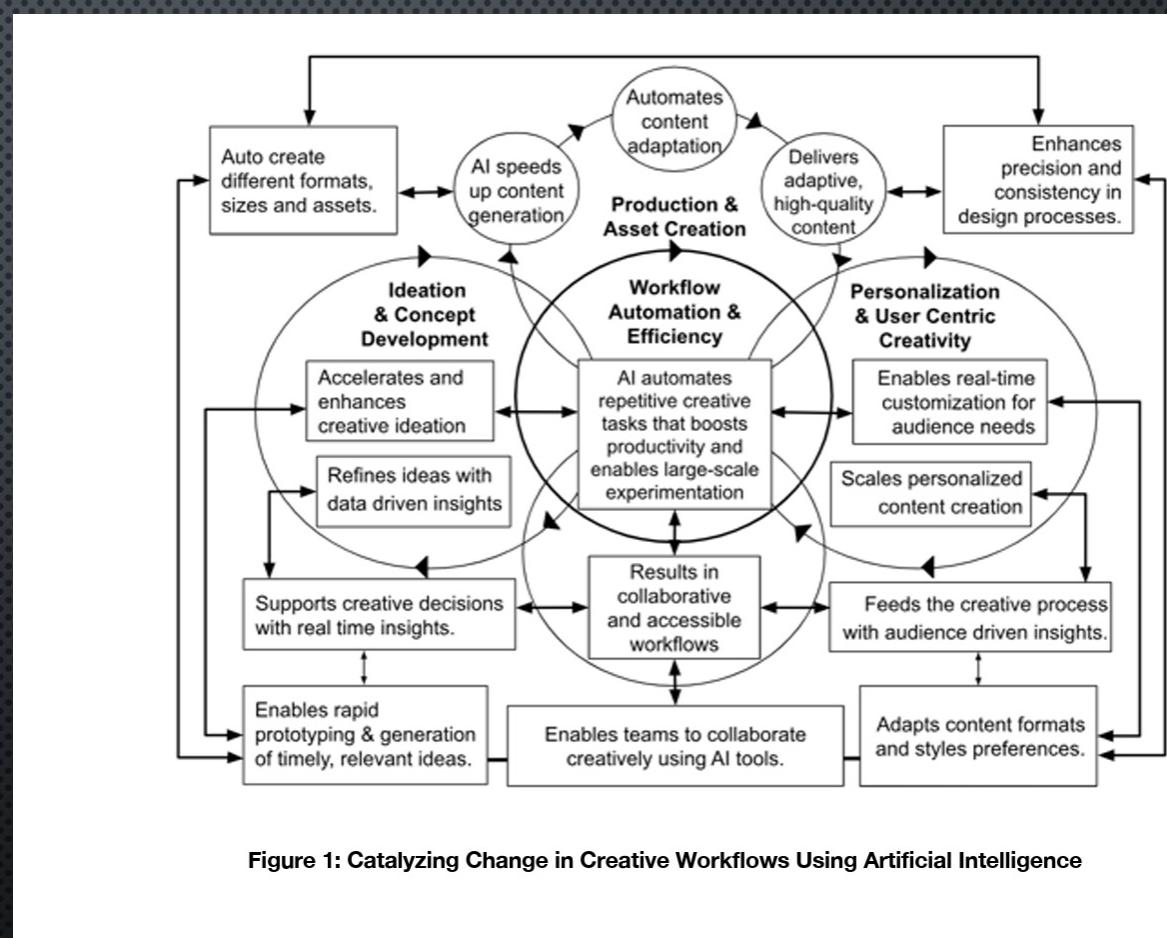
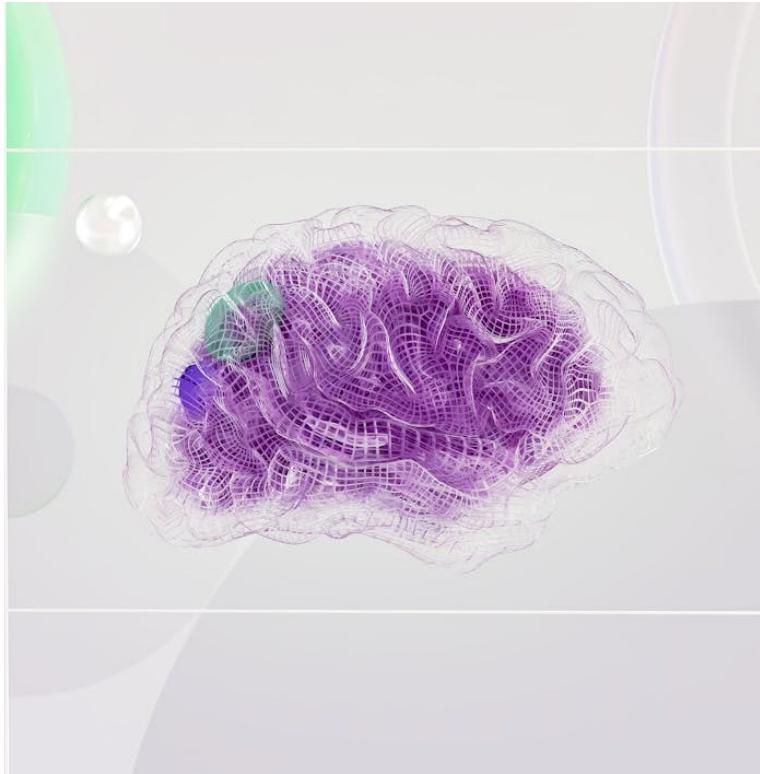


Figure 1: Catalyzing Change in Creative Workflows Using Artificial Intelligence

# GOAL: SIMPLIFY THIS





# COMPUTATIONAL CREATIVITY:

## MACHINE LEARNING ADVANCES ENABLING TOOLS TO ASSIST OR AUTONOMOUSLY GENERATE CREATIVE CONTENT

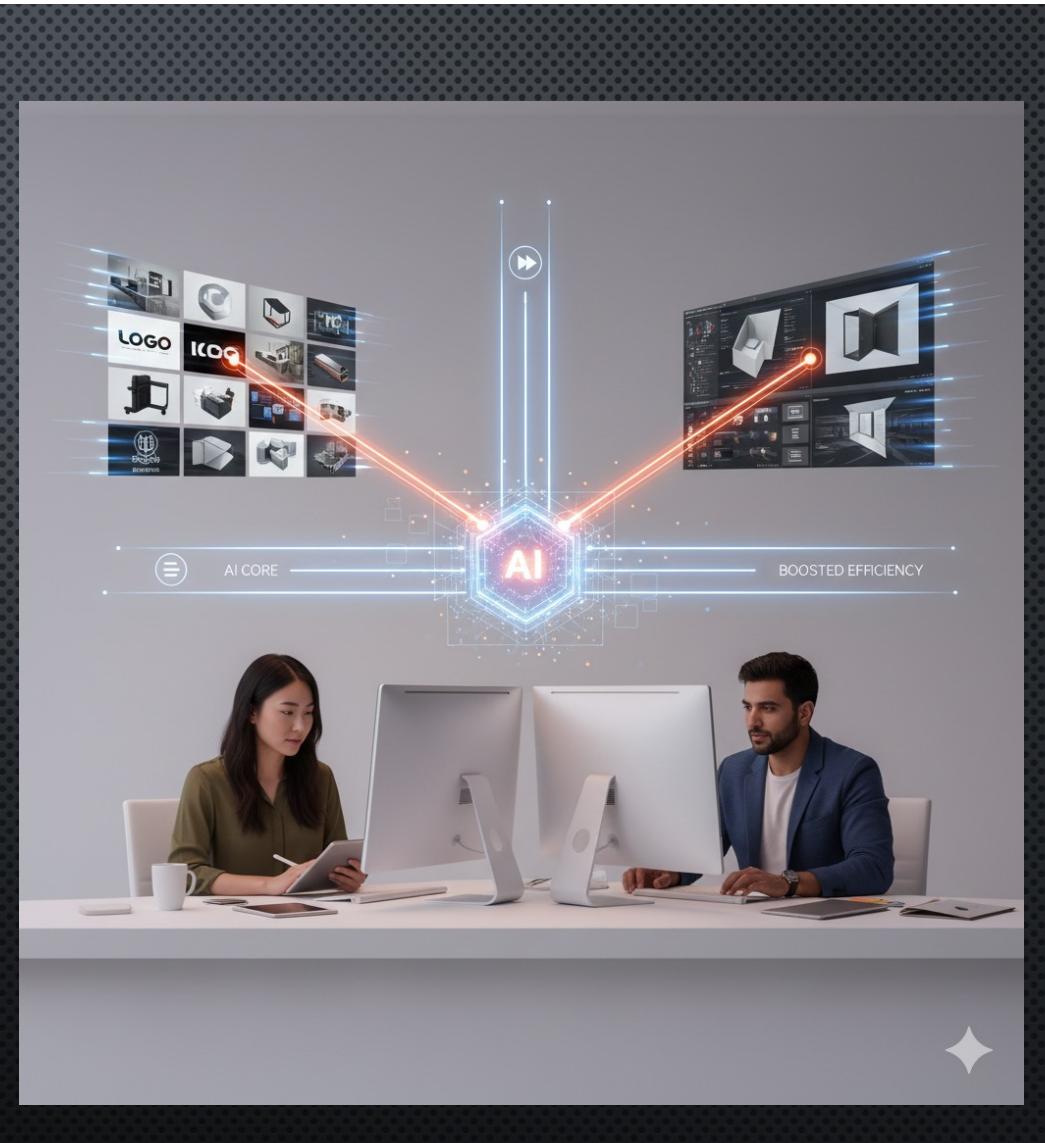
# THE HYBRID SHIFT: TOWARD HYBRID HUMAN-COMPUTER SYSTEMS THAT EXPAND ARTISTIC BOUNDARIES

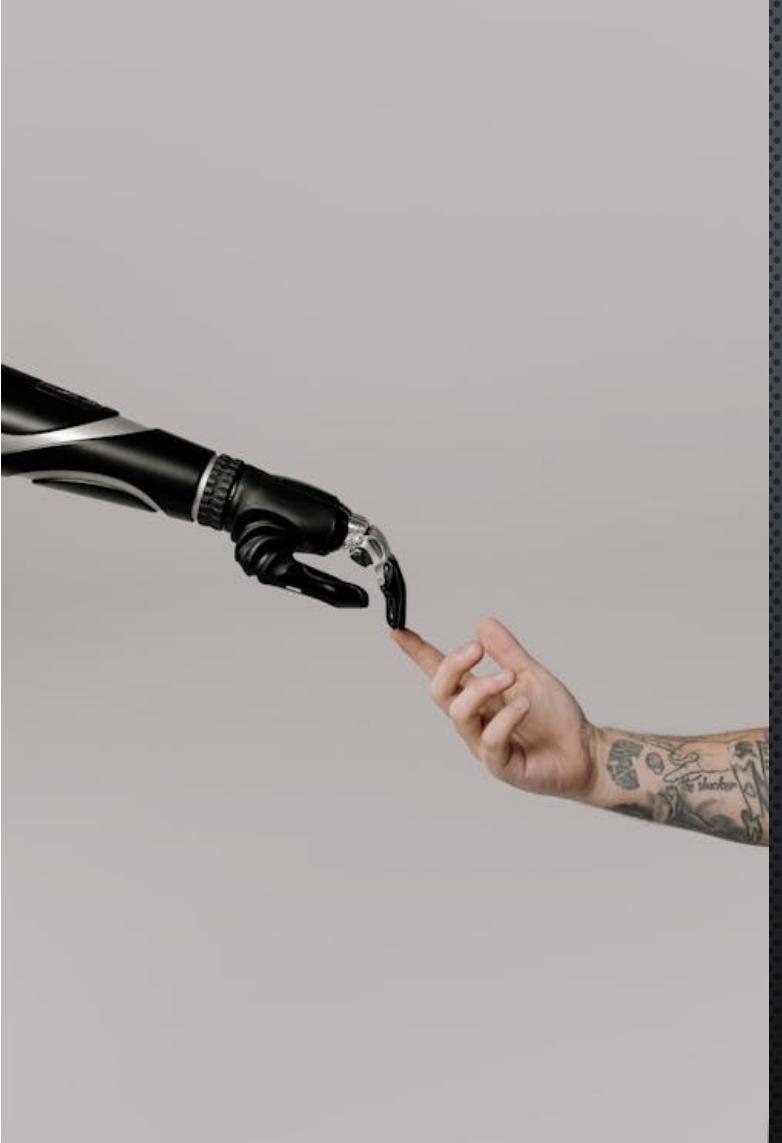


<https://www.pexels.com/photo/a-woman-smelling-a-red-flower-while-staring-at-a-robot-8438982/>

# COMMON CLAIM:

## AI INTEGRATION ENHANCES CREATIVE OUTCOMES AND BOOSTS EFFICIENCY IN DESIGN



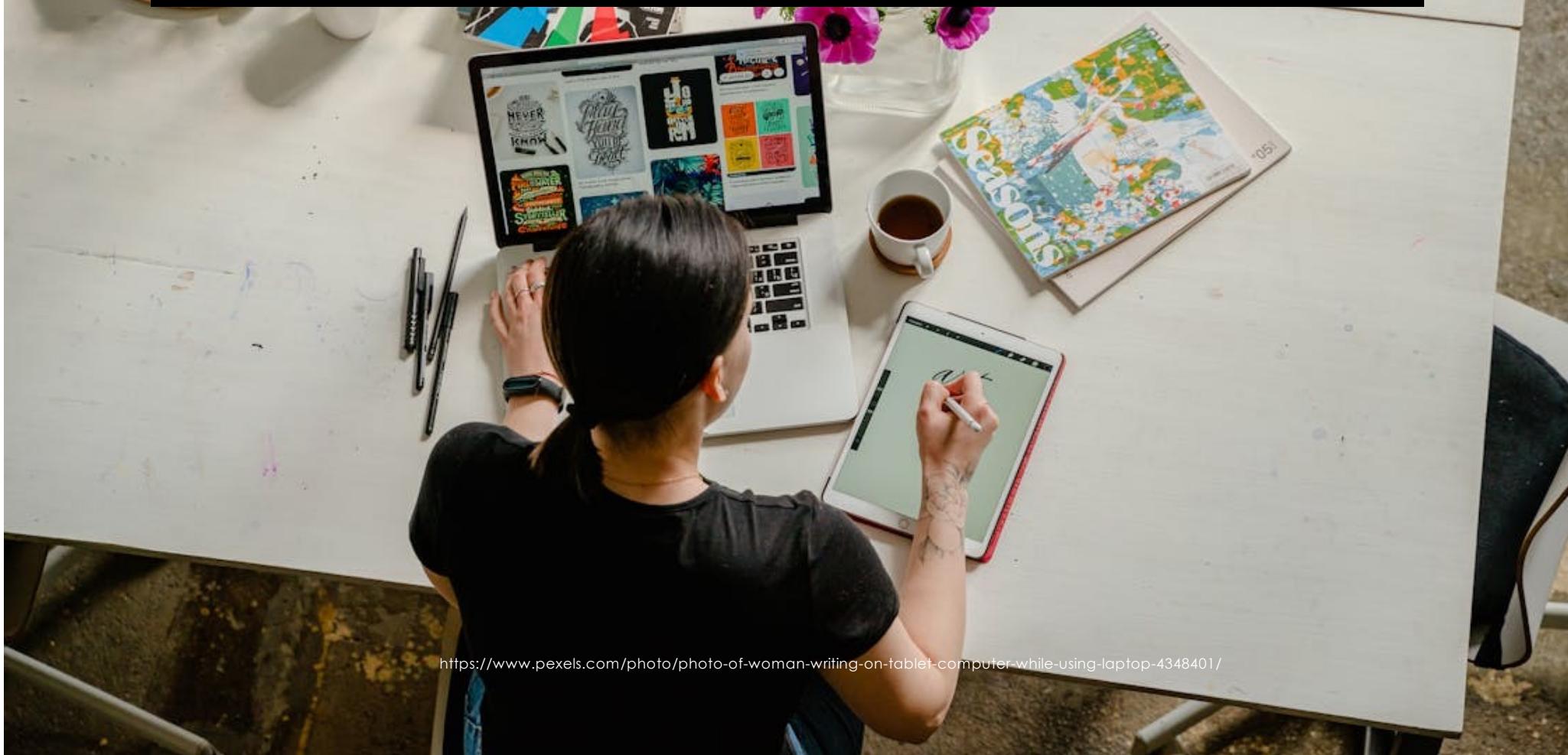


# THE CORE DEBATE: ACCEPT AI AS CREATIVE OR DISTINCT FROM HUMAN CREATIVITY

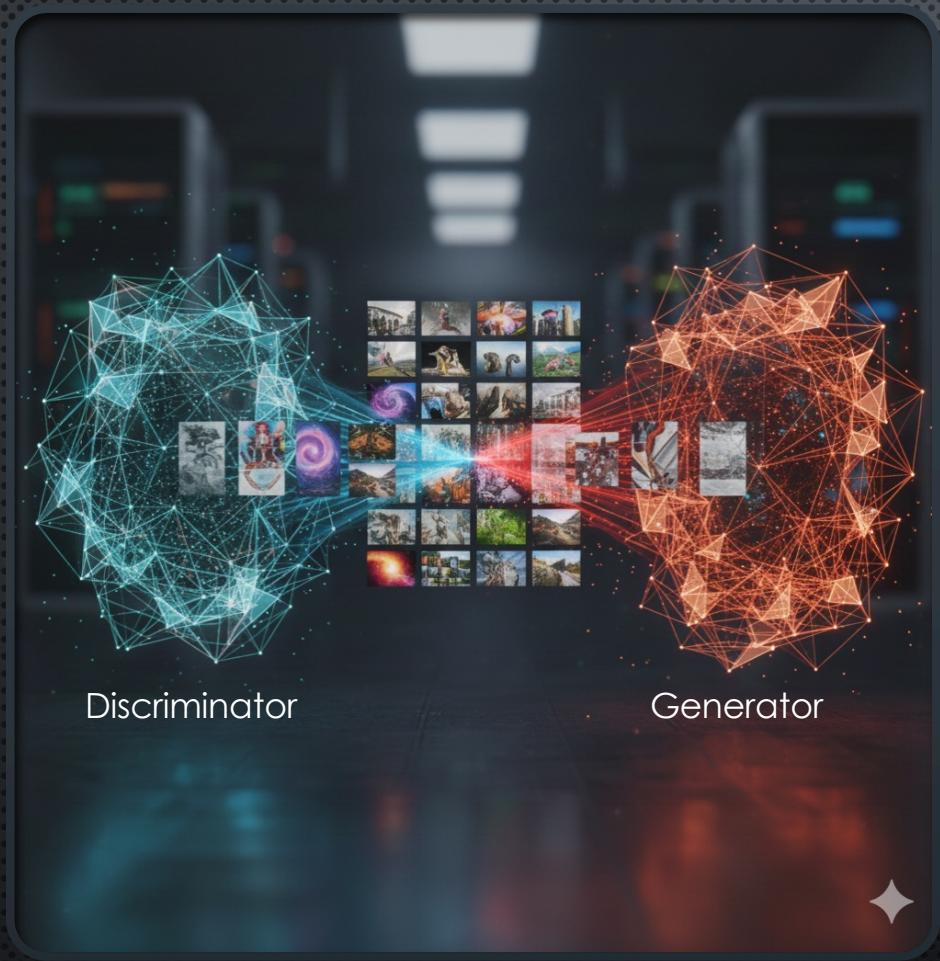
<https://www.pexels.com/photo/a-person-holding-a-prosthetic-arm-6153345/>

IS AI CREATIVITY COLLABORATIVE,  
AUGMENTING, OR SOMETHING ELSE?

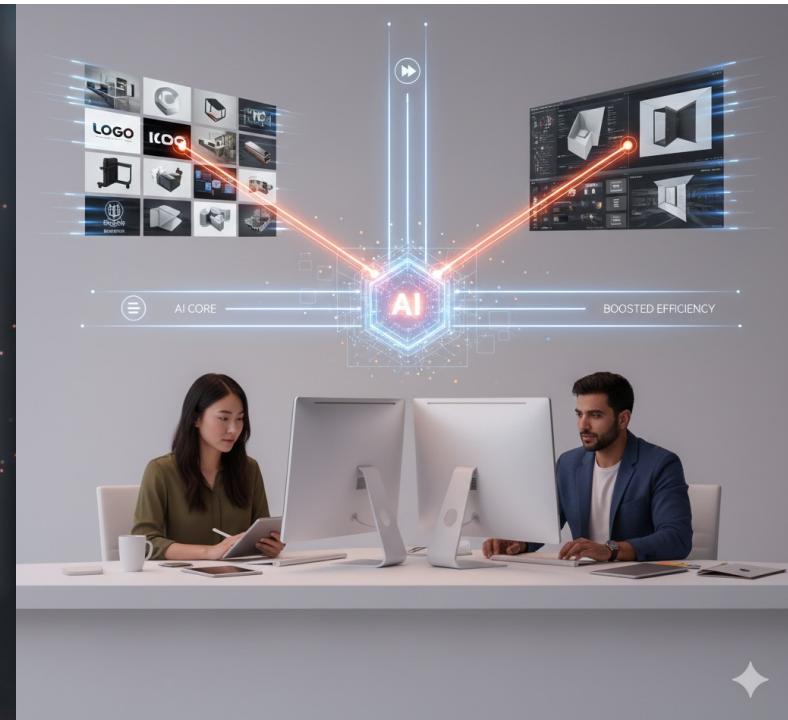
# A [RELATIVELY NEW] SYNTHESIS



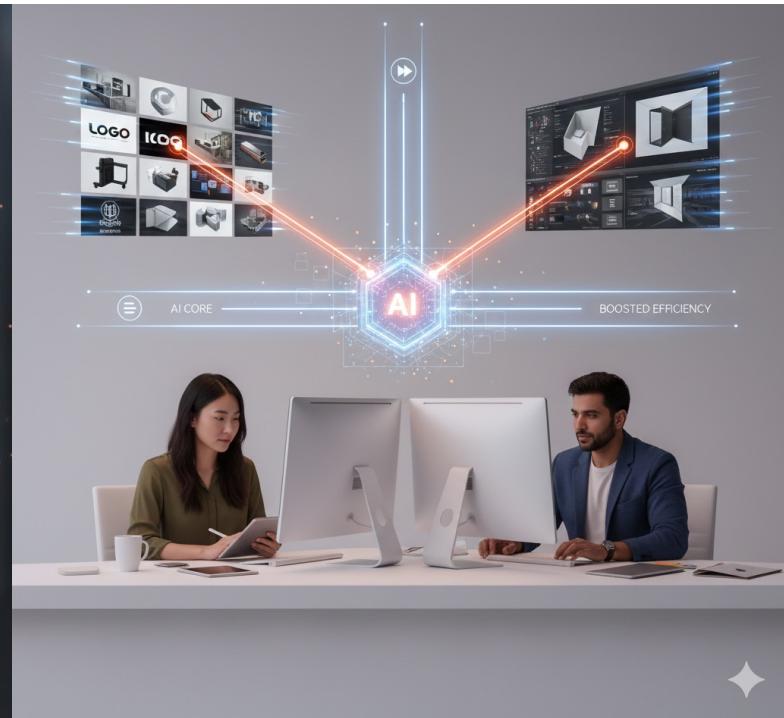
<https://www.pexels.com/photo/photo-of-woman-writing-on-tablet-computer-while-using-laptop-4348401/>



CREATIVE WORKFLOWS  
RESULTING FROM  
THE USE OF *GENERATIVE  
ADVERSARIAL  
NETWORKS (GANS)*



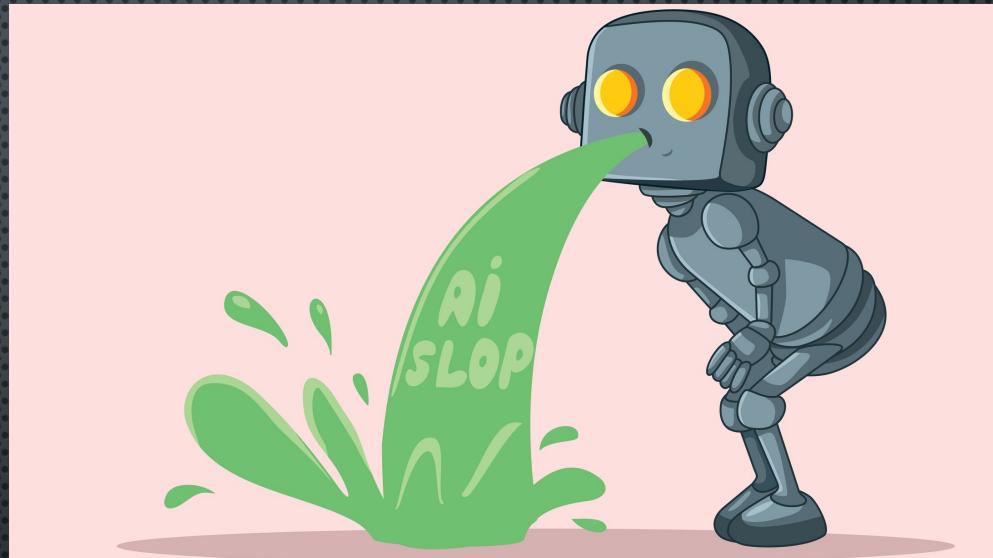
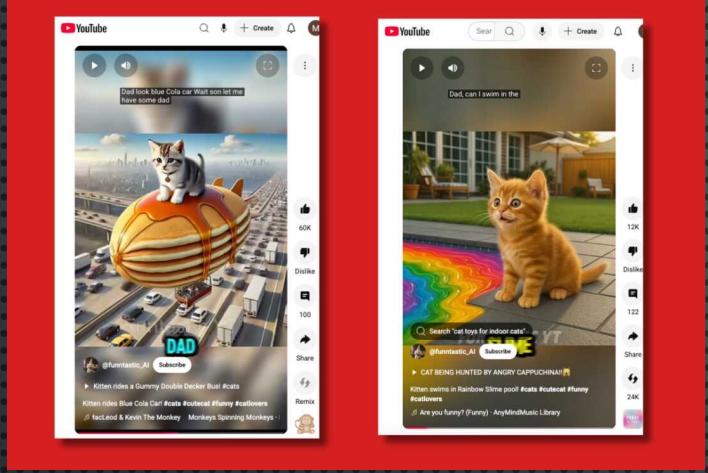
AI NOW PRODUCES IMAGES, MUSIC, ET AL.  
ONCE EXCLUSIVE TO HUMAN ARTISTS



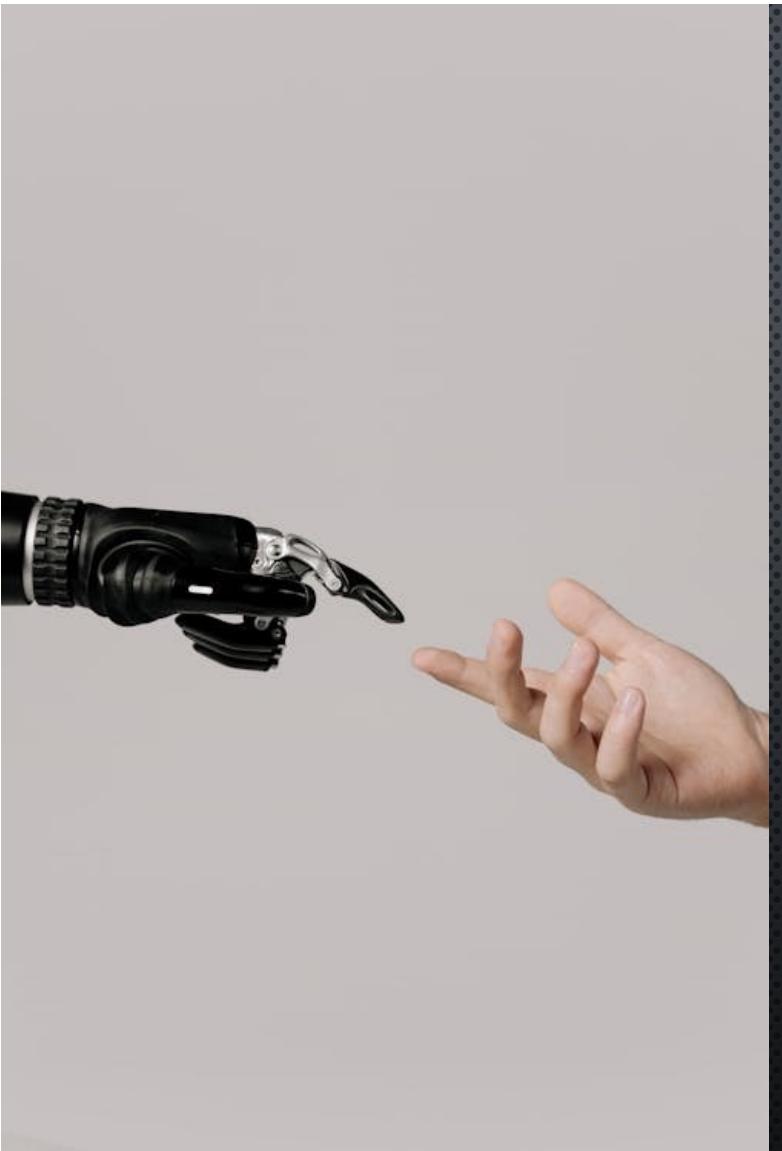
ANY **UNCREDITED IMAGE** IN THIS  
PRESENTATION WAS CREATED WITH A GEN AI TOOL



ONE PERSPECTIVE:  
AI RESEARCH FACILITATES HUMAN CREATIVITY



**ANOTHER PERSPECTIVE:  
JUNK GENERATOR Distracting from GENUINE CREATIVE PRACTICE**



EITHER WAY:

AI RESEARCH FACILITATES  
ALLOWING USERS TO  
INTERACT AUTHENTICALLY  
WITH THE PROCESS

<https://www.pexels.com/photo/hand-of-a-person-and-a-bionic-hand-6153343/>



FINDINGS BASED ON  
FOCUS GROUPS  
WITH 228 CREATIVE  
PROFESSIONALS AT  
GOOGLE ASIA-  
PACIFIC  
(SINGAPORE)

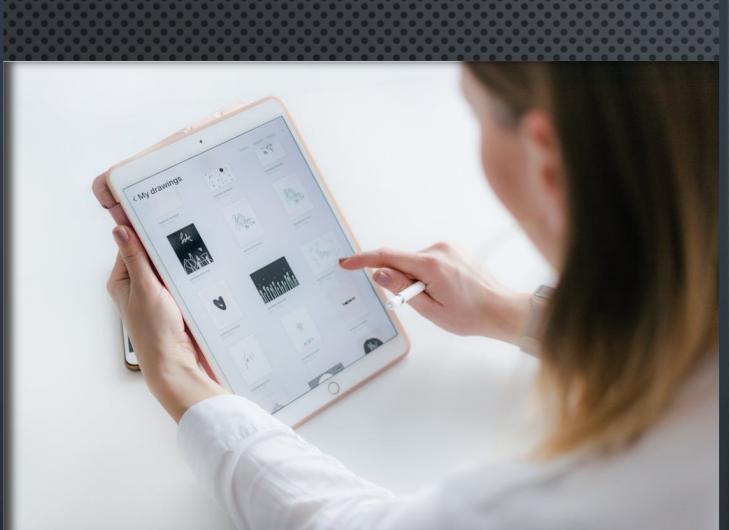


THE STUDY  
EXAMINES GEN AI'S  
TRANSFORMATIVE  
IMPACT ON  
STRATEGIC  
PLANNING AND  
IDEA GENERATION



PARTICIPANTS  
INCLUDED CXOS,  
DESIGNERS, CREATIVE  
DIRECTORS, AND UX  
RESEARCHERS

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INCLUDED CXOS,  
**DESIGNERS**, CREATIVE  
DIRECTORS, AND UX  
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INCLUDED CXOS,  
DESIGNERS, **CREATIVE  
DIRECTORS**, AND UX  
RESEARCHERS



PARTICIPANTS  
INCLUDED CXOS,  
DESIGNERS, CREATIVE  
DIRECTORS, AND **UX**  
RESEARCHERS





# 3 HALF-DAY SESSIONS

(DIVIDED INTO SMALL BREAKOUT GROUP)



12 PEOPLE  
PER SMALL GROUP

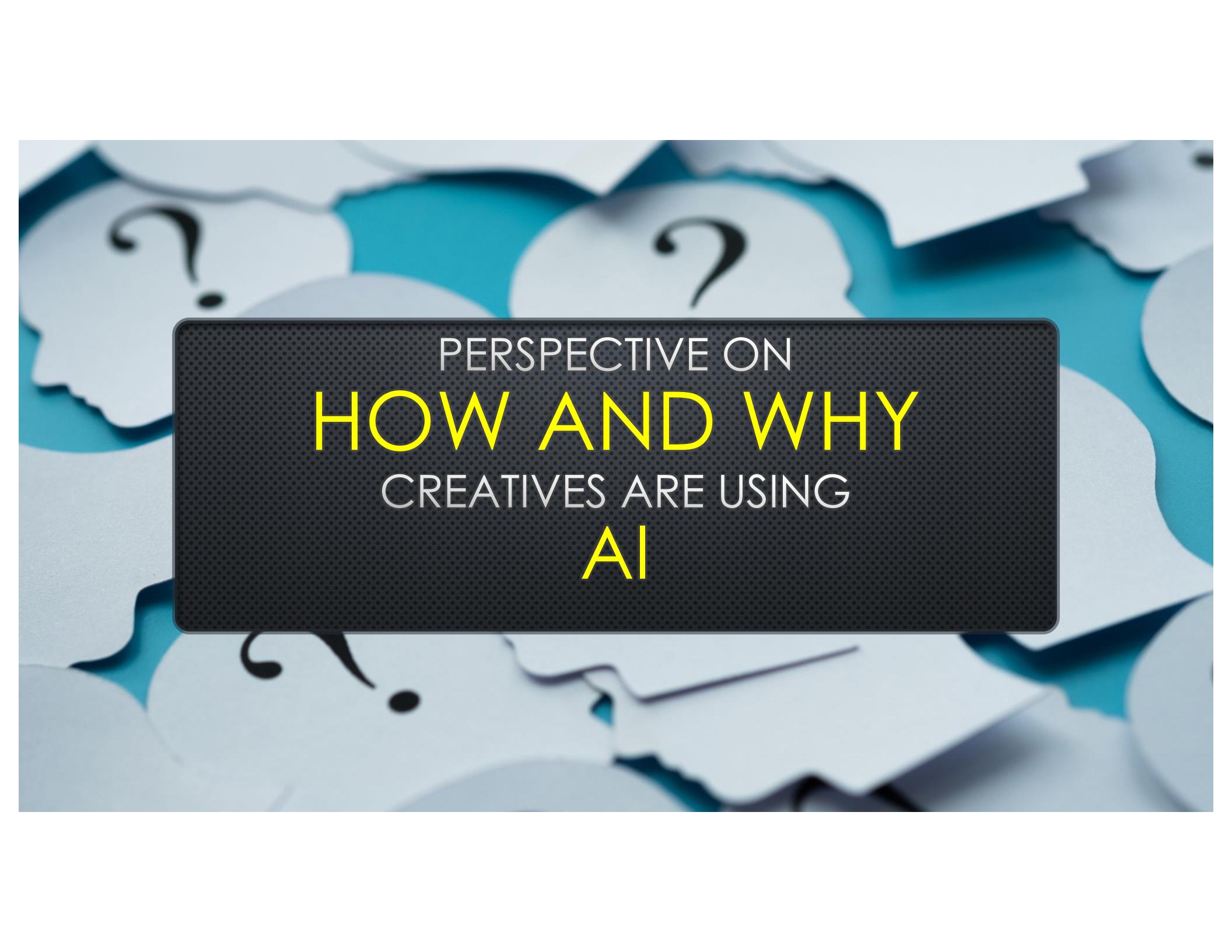


1. Current Tech Trends  
2. Challenges & Concerns  
3. Future Innovations

Discussion Questions:

- How do you feel about recent tech changes?
- What tech issues are important to you?

## SEMI-STRUCTURED DIALOGUE:



PERSPECTIVE ON  
**HOW AND WHY**  
CREATIVES ARE USING  
**AI**

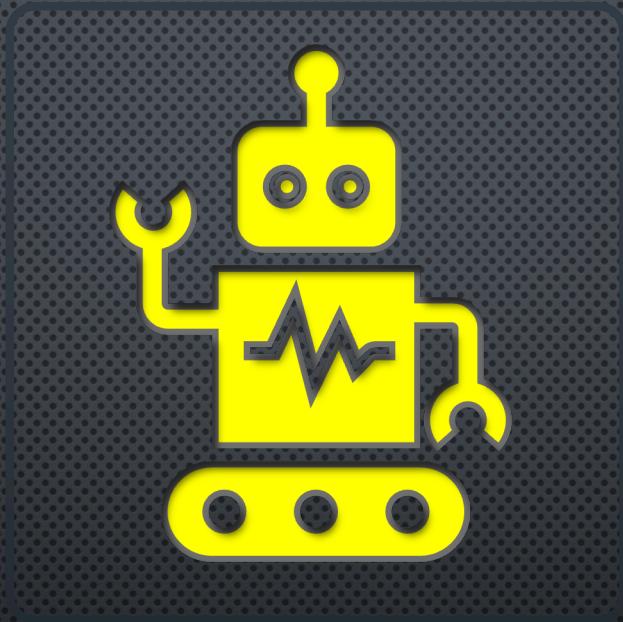
A dark, textured background with a halftone dot pattern. Faint, blurry faces of people are visible, looking upwards. The overall mood is mysterious and contemplative.

4

# THEMATIC PROMPTS



IDEATION



AUTOMATION



# PERSONALIZATION



INSIGHT GENERATION



Focus Group Discussion  
Technology

- 1. Current Tech Trends
- 2. Challenges & Concerns
- 3. Future Innovations

Discussion Questions:

How is my field  
recently changing?  
What technologies  
are important?

# QUALITATIVE ANALYSIS: DISCUSSIONS WERE RECORDED AND TRANSCRIBED

INDUCTIVE DATA CODING:  
DERIVED CODES DIRECTLY  
FROM PARTICIPANT LANGUAGE

# CORE THEMES



DOMAIN 1: IDEATION



## Domain 1: Ideation

AI'S ROLE IN **EARLY-STAGE CREATIVE**  
**BRAINSTORMING AND CONCEPT DEVELOPMENT**

A photograph showing a group of people working together on a creative project. They are gathered around a table covered with various items: a laptop, a color palette, a smartphone, several sticky notes with handwritten ideas, and a small notepad with a lightbulb icon. The people are dressed in casual to semi-casual attire, including a plaid shirt and a grey sweater. The scene is set in an office environment with a window in the background.

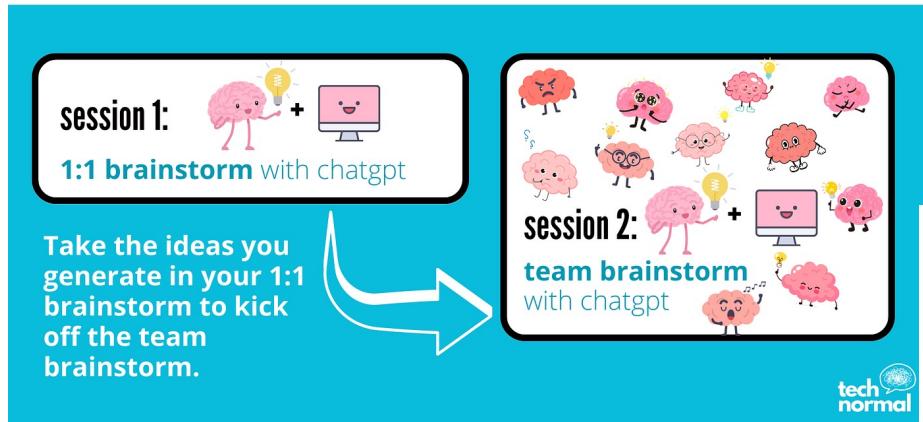
# AI AS BRAINSTORMING PARTNER



AI AS BRAINSTORMING PARTNER TO  
OVERCOME CREATIVE BLOCKS

<https://libguides.usc.edu.au/c.php?g=969558&p=7119567>

## ChatGPT BRAINSTORMING for LEADERS



<https://libguides.usc.edu.au/c.php?g=969558&p=7119567>

## Brainstorming Techniques with AI

Prompts + Tools



### Human vs. AI Brainstorming

Generative AI draws from a vast pool of data, while humans are limited by their knowledge and experience.

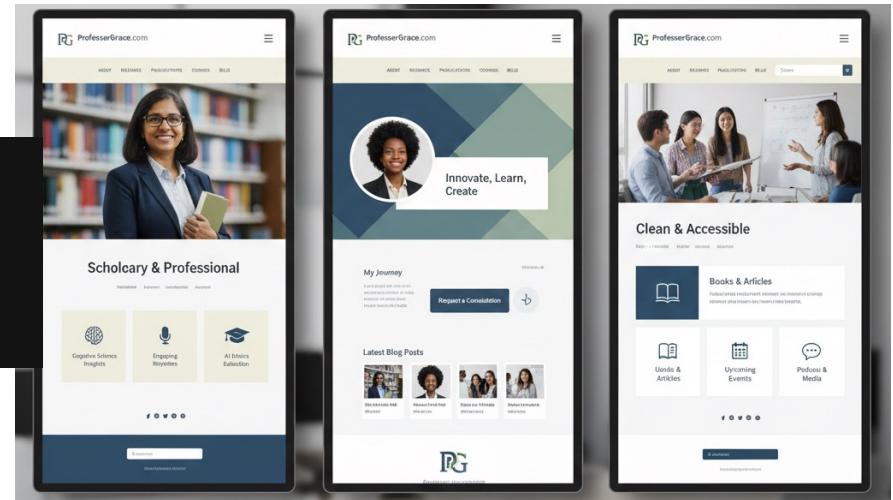


SKIM AI

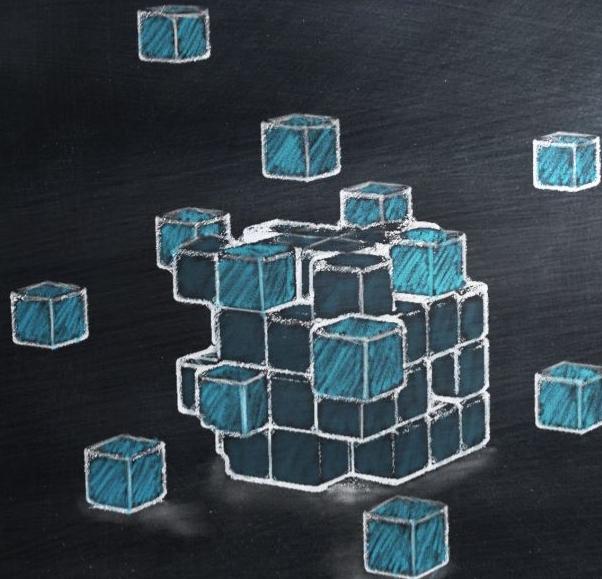
<https://skimai.com/ai-you-14-how-founders-you-use-generative-ai-for-brainstorming/>

AI AS BRAINSTORMING PARTNER TO  
OVERCOME CREATIVE BLOCKS  
VARIED APPROACHES

please generate an image for three possible new designs for the website <https://professorgrace.com/>



USING GANS TO  
GENERATE CREATIVE VARIATIONS  
DIFFICULT TO PRODUCE MANUALLY



# “creative prompt”

Tool to overcoming creative blocks,  
AI-generated content serves to **spark new directions**

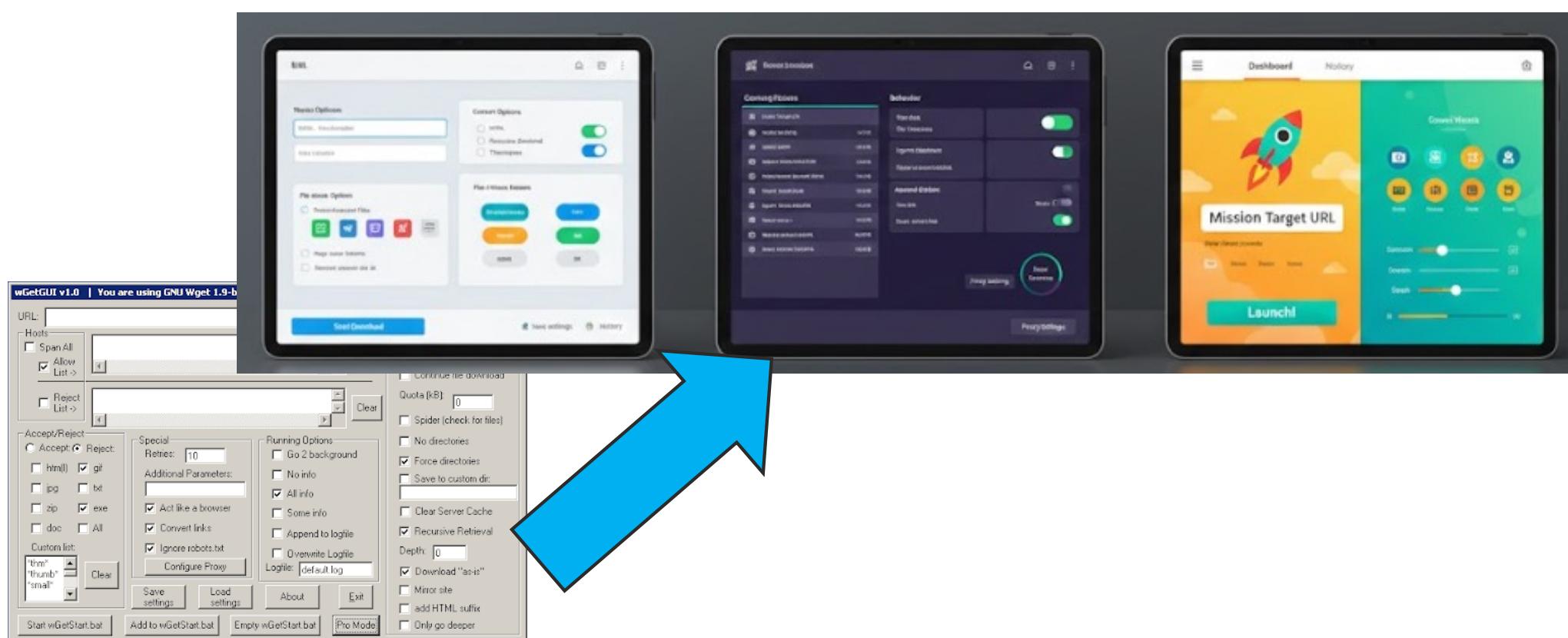


# GUIDED EXPLORATION



GUIDED EXPLORATION  
HUMANS DEFINE THE CREATIVE BRIEF OR INITIAL INPUTS,  
WHILE AI GENERATES CONTENT

# RAPID VISUAL PROTOTYPING





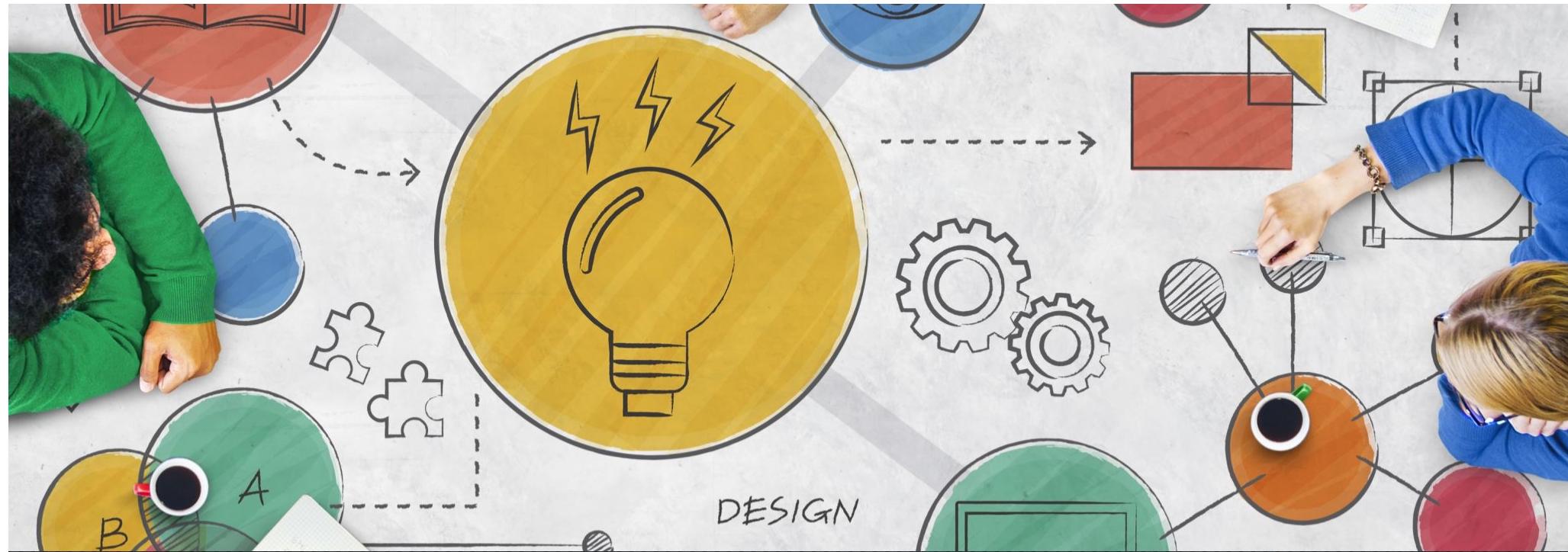
<https://frazzot.artstation.com/projects/Pen3Ny>

REFINEMENT VIA JUDGMENT:  
HUMANS EVALUATE AI  
OUTPUTS BASED ON  
AESTHETIC JUDGMENT AND  
INTENTIONALITY



## **“BROADENING THE PALETTE”:**

**AI HANDLES ROUTINE TASKS  
(E.G. RENDERING)  
GIVING ARTISTS MORE THEMATIC  
FREEDOM**



# THEMATIC SENTIMENT: THE CREATIVE SEARCH SPACE **EXPANDS**



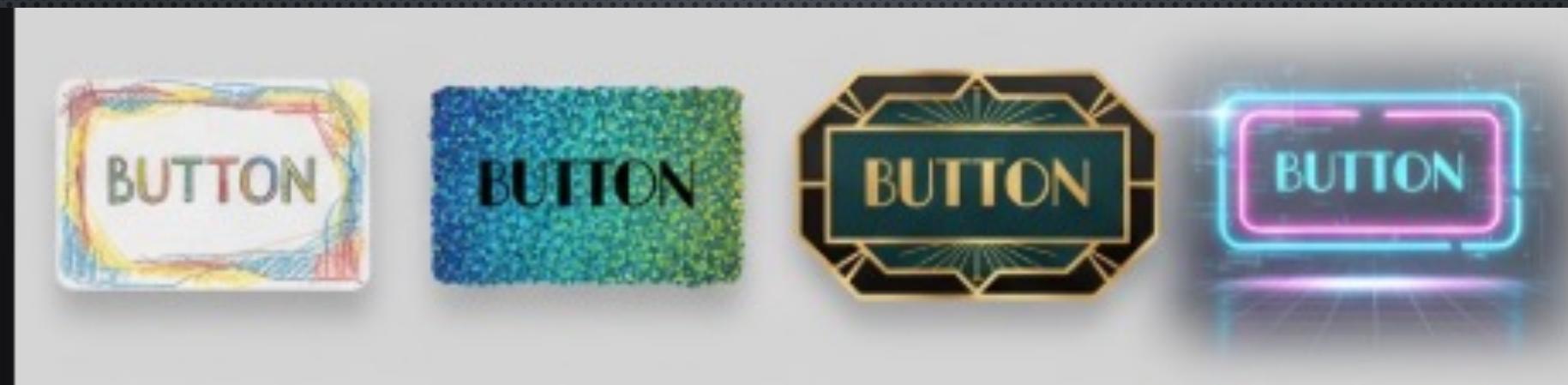
ACCELERATING DISCOVERY:  
ALGORITHMS SPEED UP DISCOVERY BY  
SURVEYING LARGE DESIGN SPACES QUICKLY

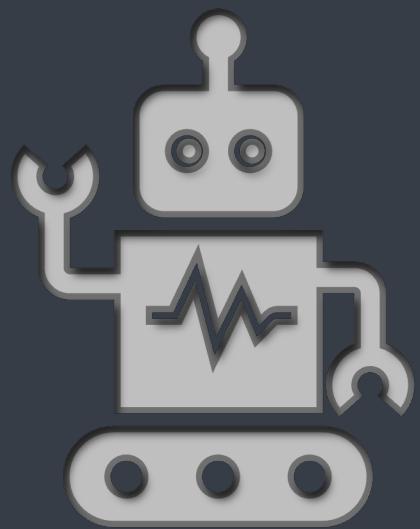
# WEB RESULTS: SURVEYING DIFFERENT HTML BUTTON AESTHETICS

The image displays a grid of 15 screenshots from various websites, each showcasing a different collection or example of HTML button aesthetics. The collections vary in design, color schemes, and purposes, ranging from simple primary and secondary buttons to complex gradient designs and large button sets. The sources for these designs include Justinmind, Strikingly, Freepik, ByPeople, Adobe Stock, Webflow, and iStock.

- Justinmind**  
Button design for websites and mobile ...
- Justinmind**  
Button design for websites and mobile ...
- Freepik**  
GRADIENT WEB DESIGN BUTTONS COLLECTION
- ByPeople**  
Various web buttons in g...
- Freepik**  
The Most Impressive Button Pack Ever ...
- Justinmind**  
Button design for websites and mobile ...
- Strikingly**  
Best website Button Designs You Cannot ...
- iStock**  
177,000+ Website Buttons Stock Photos ...
- Justinmind**  
Button design for websites and mobile ...
- Adobe Stock**  
Web Buttons Images – Browse 6,827,194 ...
- Webflow**  
5 beautiful button designs to copy ...
- Freepik**  
GRADIENT WEB DESIGN BUTTONS
- Justinmind**  
Various web buttons in ...
- Webflow**  
5 beautiful button designs to copy ...

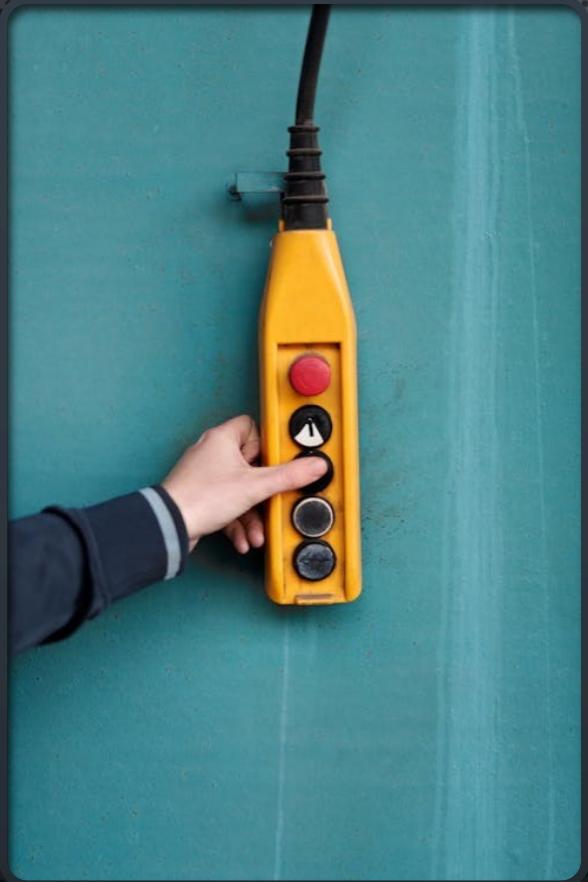
please generate an image of 5 very different aesthetics for a website button, make one look hand drawn, make one look like it uses pointillism, make one look like it's part of the Art Deco style, one that matches a 1980's neon aesthetic and surprise me with any other





## DOMAIN 2: AUTOMATION

# ELIMINATING ROUTINE TASKS



<https://www.pexels.com/photo/a-hand-clicking-the-buttons-of-the-control-panel-4487670/>



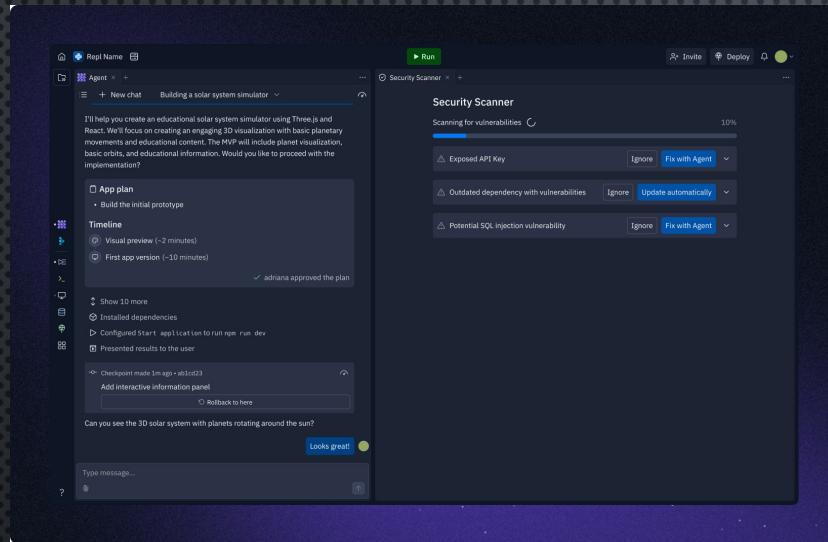
ELIMINATING  
ROUTINE TASKS:  
REDUCES REPETITIVE TECHNICAL TASKS,  
FREEING TIME FOR  
VISION

<https://www.pexels.com/photo/a-hand-clicking-the-buttons-of-the-control-panel-4487670/>



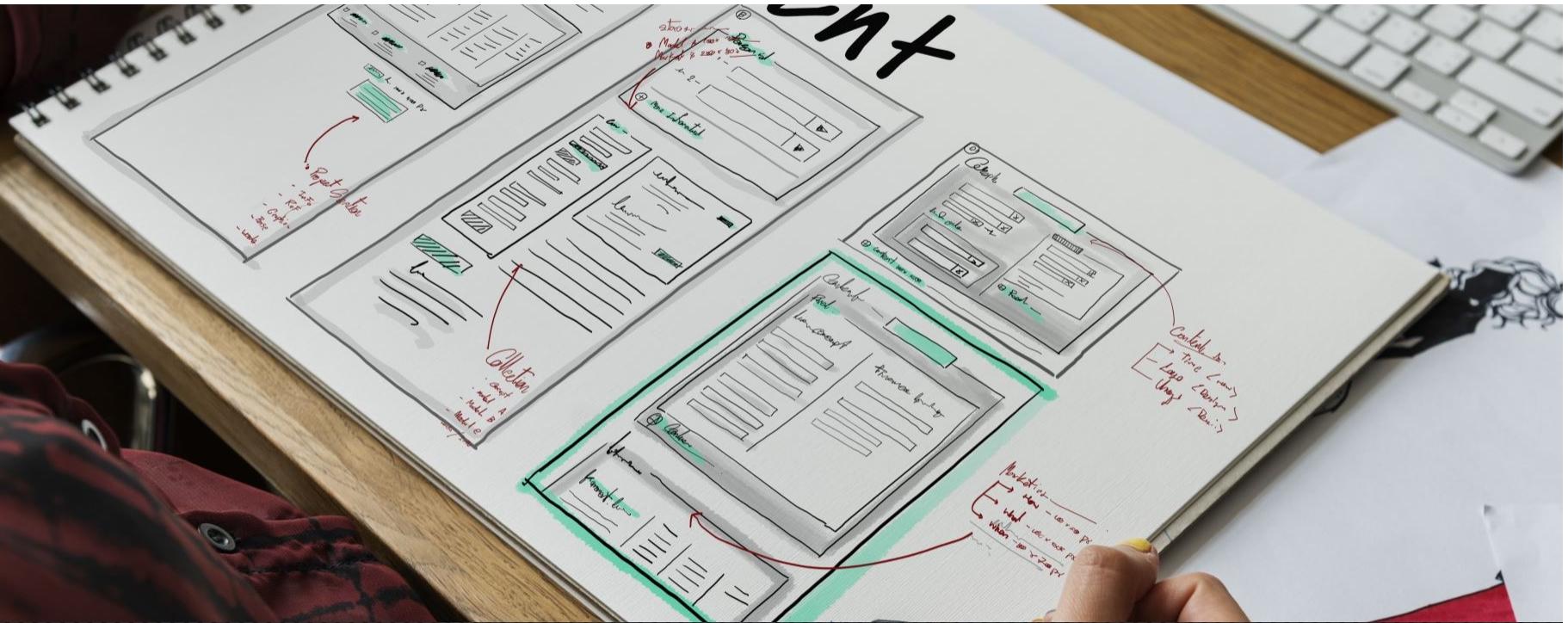
# PARSING

# VIBE CODIING





# SUMMARIZING

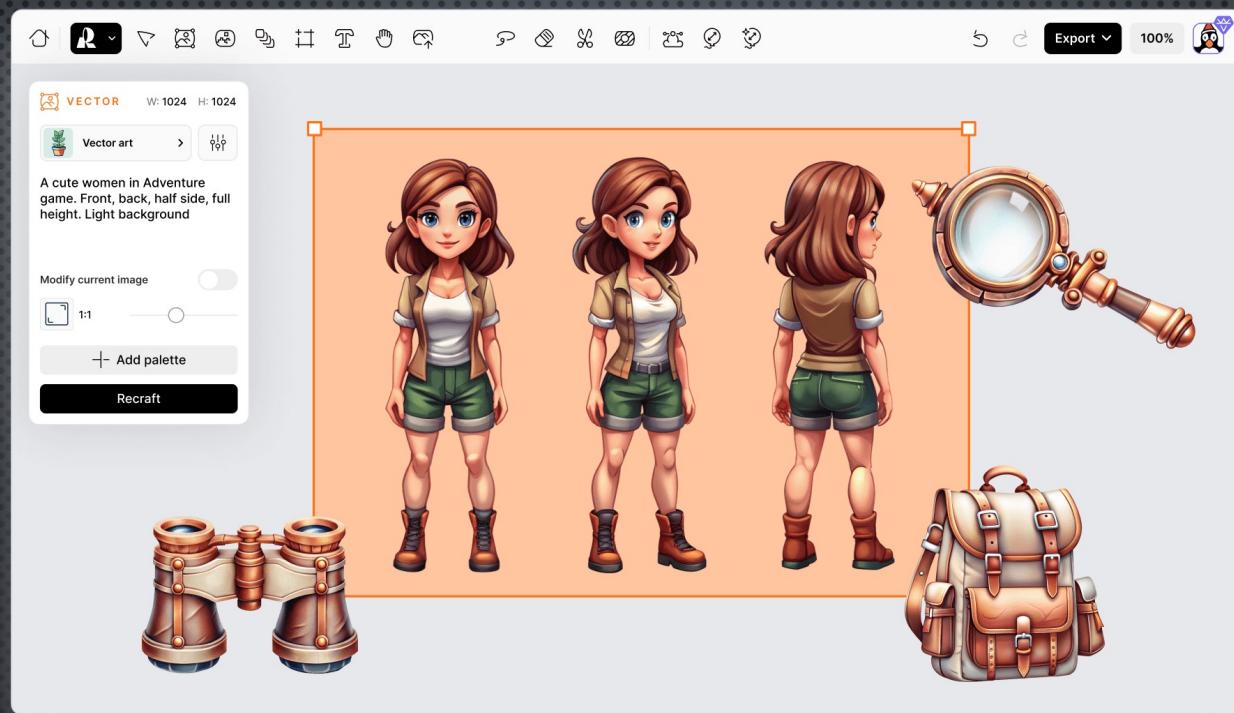


# WORKFLOW EFFICIENCY TO STREAMLINE TASKS

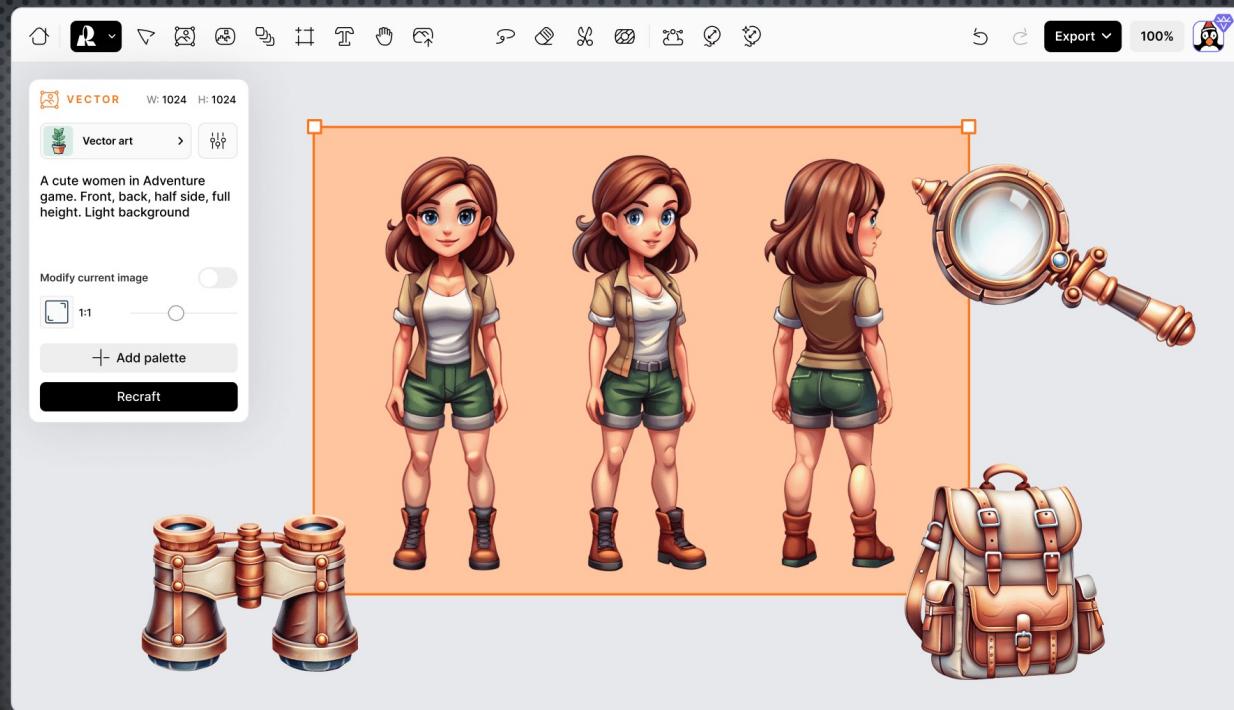
# GENERATIVE DESIGN: ALGORITHMS OPTIMIZING SHAPES AND STRUCTURES IN INDUSTRIAL DESIGN AND ARCHITECTURE

<https://www.autodesk.com/design-make/articles/generative-ai-for-architecture>

# AI SPEEDS UP CONTENT GENERATION BY AUTO-CREATING DIFFERENT FORMATS AND ASSETS

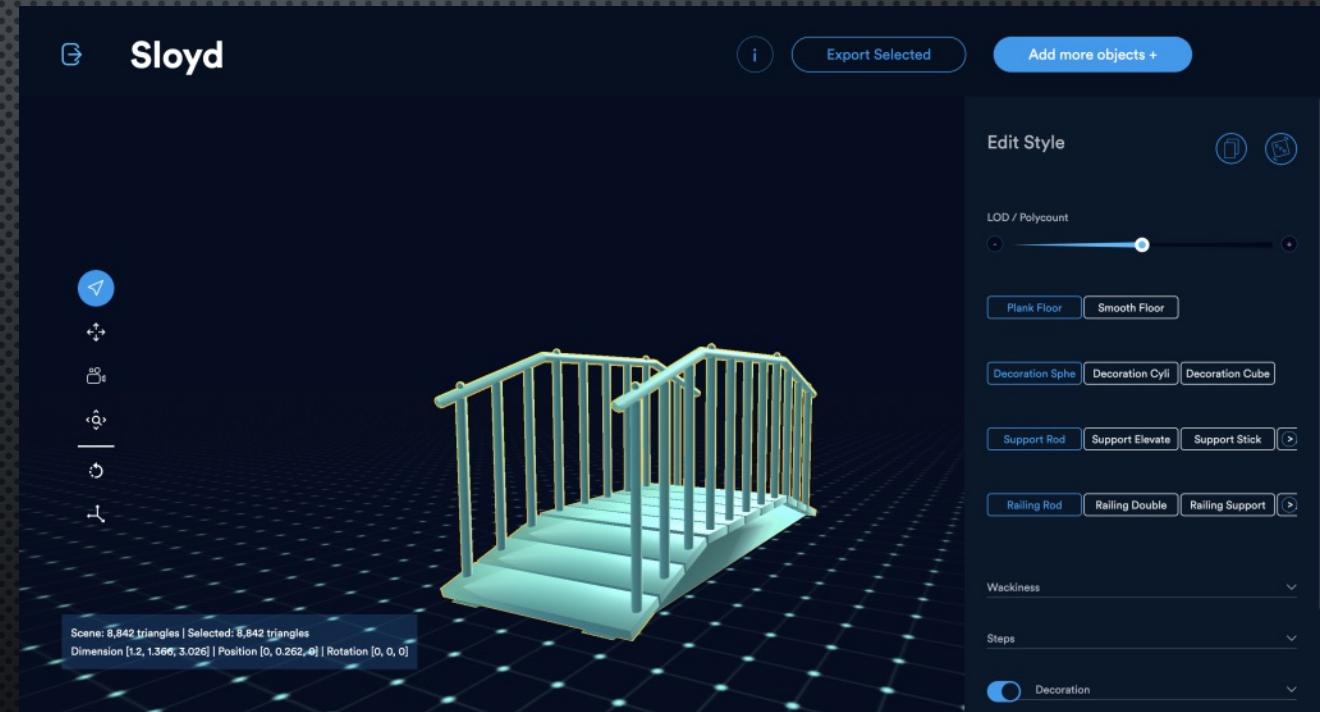


# AI SPEEDS UP CONTENT GENERATION BY AUTO-CREATING DIFFERENT FORMATS AND ASSETS

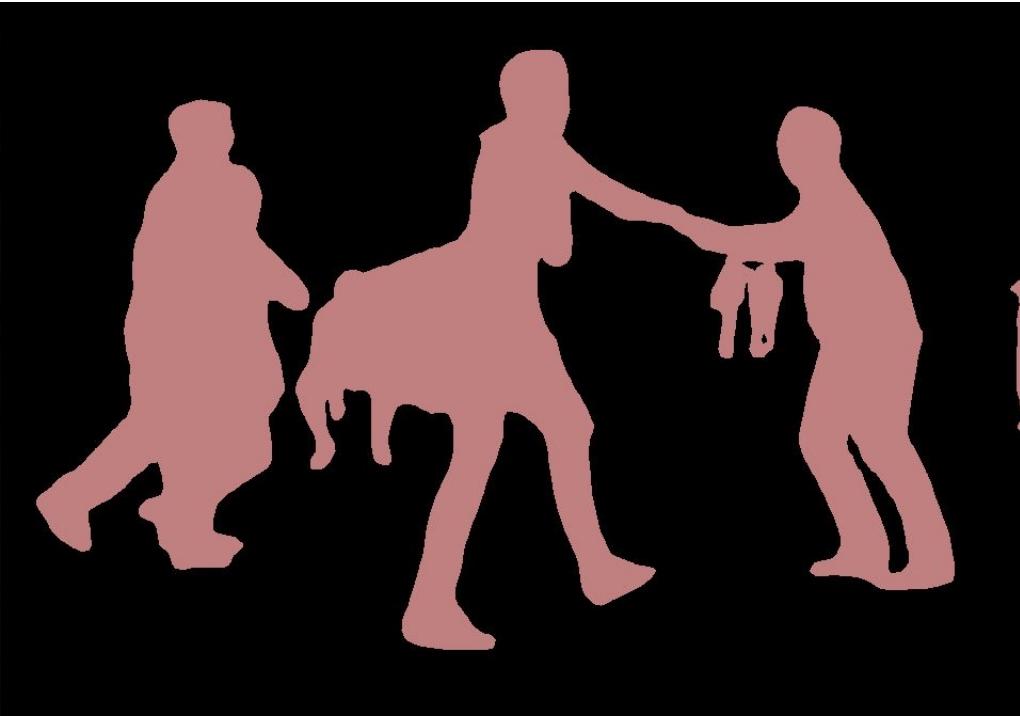


<https://www.recraft.ai/generate/game-assets>

# AI SPEEDS UP CONTENT GENERATION BY AUTO-CREATING DIFFERENT FORMATS AND ASSETS



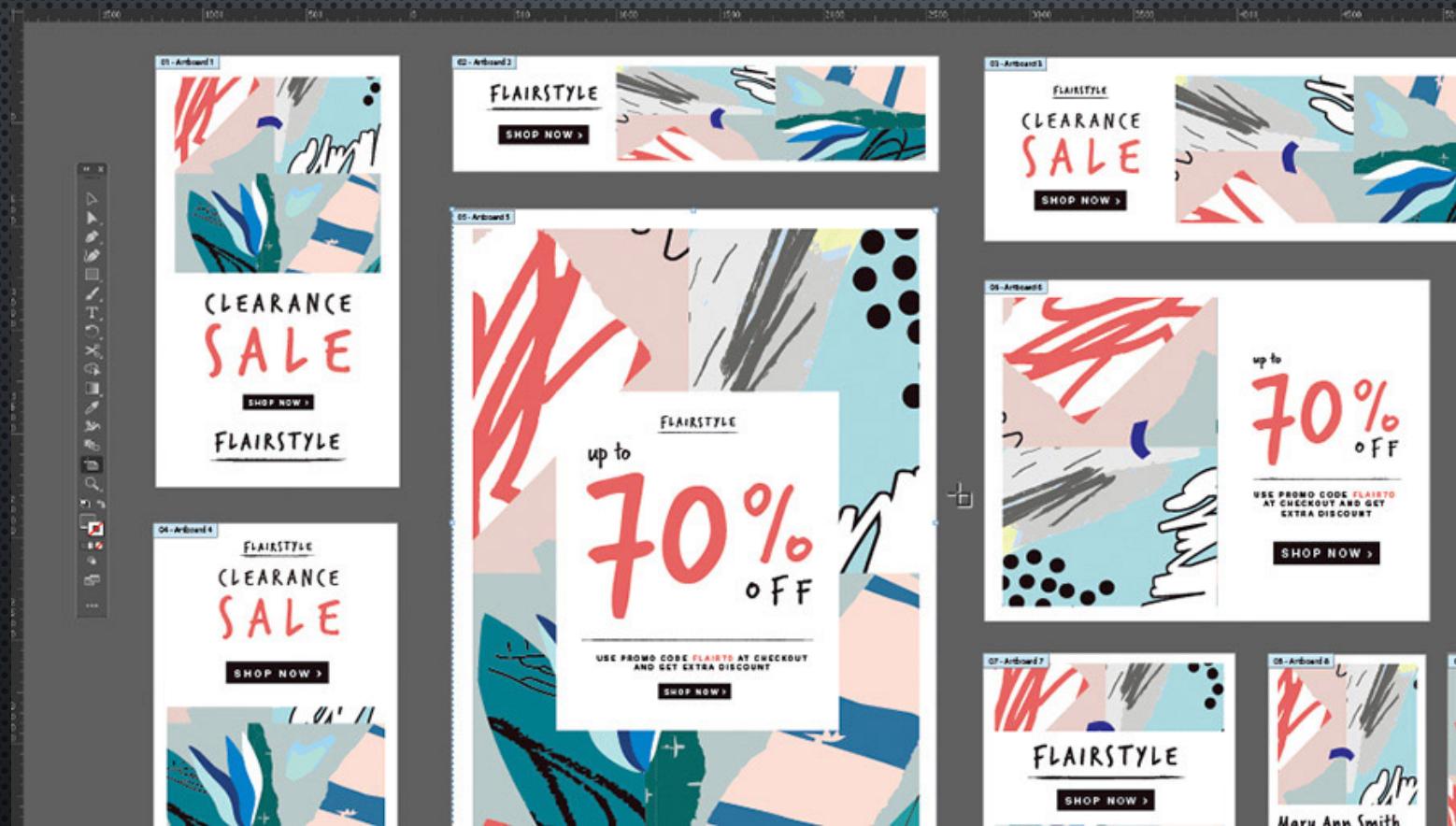
<https://www.buildbox.com/best-ai-art-generators-for-game-developers/>



<https://www.provideocoalition.com/automatic-rotoescopingfor-free/>

**POST-PRODUCTION SPEED:**  
AI ASSISTS IN FILM TASKS LIKE **ROTOSCOPING**, COLOR  
GRADING, AND BACKGROUND CREATION

# AUTOMATED SUGGESTION TOOLS



<https://www.adobe.com/learn/illustrator/web/begin-layout-design?locale=en&learnIn=1>

# HIGH-VOLUME OUTPUT

The screenshot shows the AI Studios software interface. The main workspace displays a video of a woman with long dark hair, wearing a yellow sleeveless top and dark pants, standing against a blue background. The video player controls at the bottom include a play button, a timestamp of 0.5s, a volume icon, and a speed setting of 1.0x. To the left, the 'Slides' panel shows a thumbnail of the video and a 'Scene 1' entry with a red dot, a trash icon, and a plus icon. The 'Layers' panel below it includes 'Background' and 'Model' sections. The top right shows a message 'Saved successfully' and an 'Export' button. The right side features the 'AI Models' panel with a search bar 'Choose your AI' and a grid of eight AI character thumbnails. Each thumbnail includes a name: Daniel (Announcer), Hayley (Teacher), Jonathan (Announcer), Laura (Teacher), Ruby (Consultant), Cristina (Teacher), a female model, and a male model. On the far right, a vertical sidebar lists various tools: Model, Text, Subtitle, Image, Background, Video, Audio, and Shapes, each with a corresponding icon.

≡ Search

FORTUNE

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AI • SOCIAL MEDIA

# This 22-year-old college dropout with an AI powered YouTube empire makes \$700,000 a year and works just 2 hours a day

By Eva Roytburg

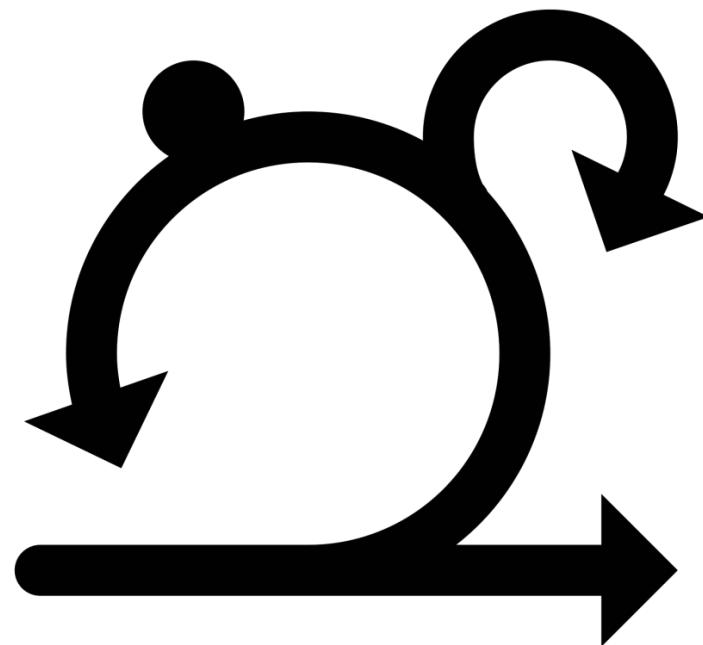
Fellow, News

December 30, 2025, 9:57 AM ET

[Add us on](#) 



Adavia Davis, YouTube entrepreneur  
COURTESY OF ADAVIA DAVIS



REDUCED  
DEVELOPMENT  
CYCLES /  
FASTER  
ITERATION

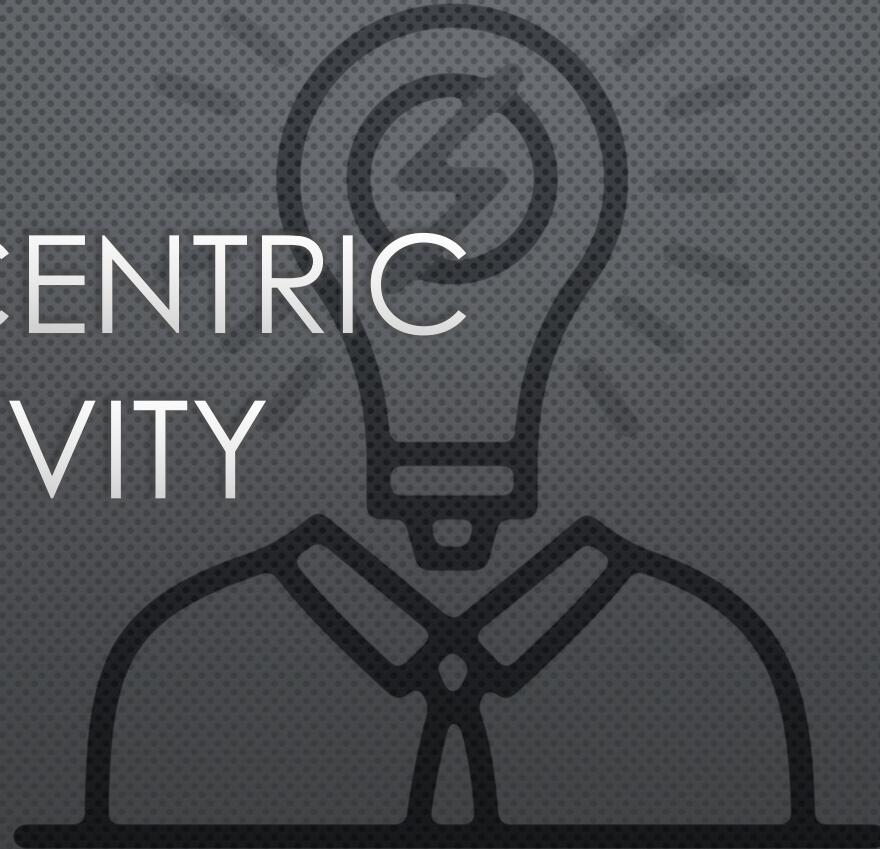


**FOCUSING ON VISION,  
OVER ROUTINE TASKS**

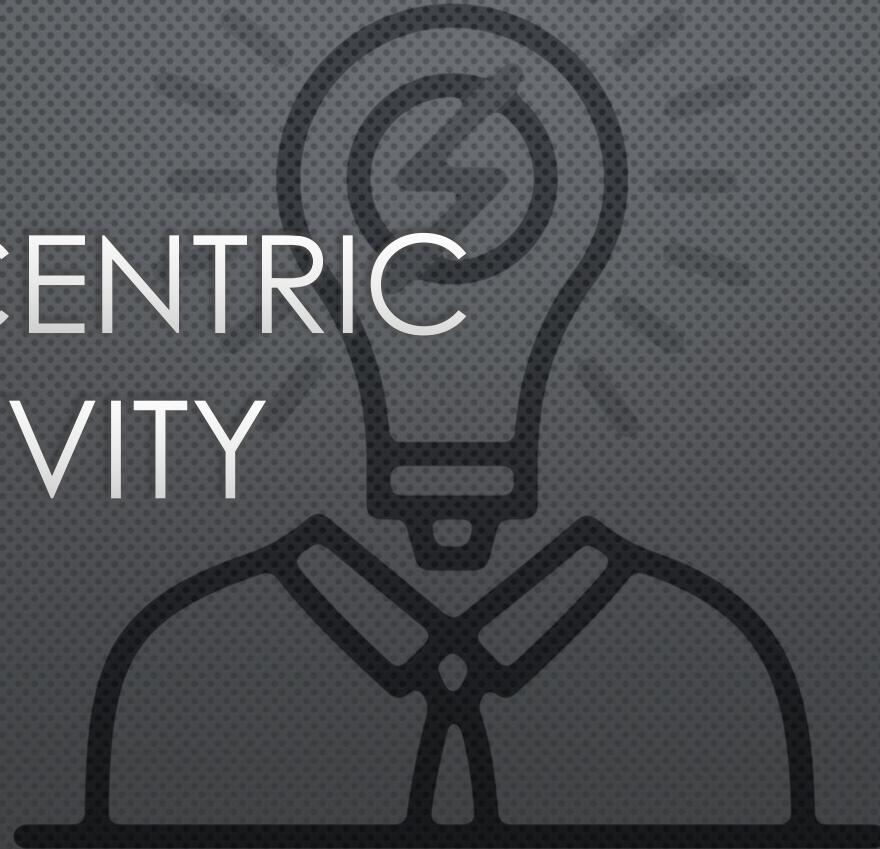


## DOMAIN 3: PERSONALIZATION

USER-CENTRIC  
CREATIVITY



USER-CENTRIC  
CREATIVITY



# TAILORED CONTENT VIA AI ANALYTICS



A hand is holding a smartphone, which displays a code editor and a brain visualization. The code editor shows a snippet of C code related to memory management. The brain visualization is a 3D rendering of a human brain with glowing blue lines representing neural activity or data flow. The phone is resting on a wooden surface.

```
1 EXPORT_SYMBOL(groups_alloc);
2
3 void groups_free(struct group_info *group_info)
4 {
5     if (group_info->blocks[0] != group_info->small_block)
6         int i;
7         for (i = 0; i < group_info->nblocks; i++)
8             free_page((unsigned long)group_info->blocks[i]);
9 }
10
11 kfree(group_info);
12 }
13
14 EXPORT_SYMBOL(groups_free)
15
16
17
18
19
20
```

JS Targetver.js JS Header.js JS Map.js JS GuestGrid.js

Problems Output Debug Console Terminal

Live link is activate. You can now view [guestbook](#) in your browser.

Local: <http://localhost:3000>  
On your network: <http://192.80.72.55.91:3000>

Development book has not been optimized yet...

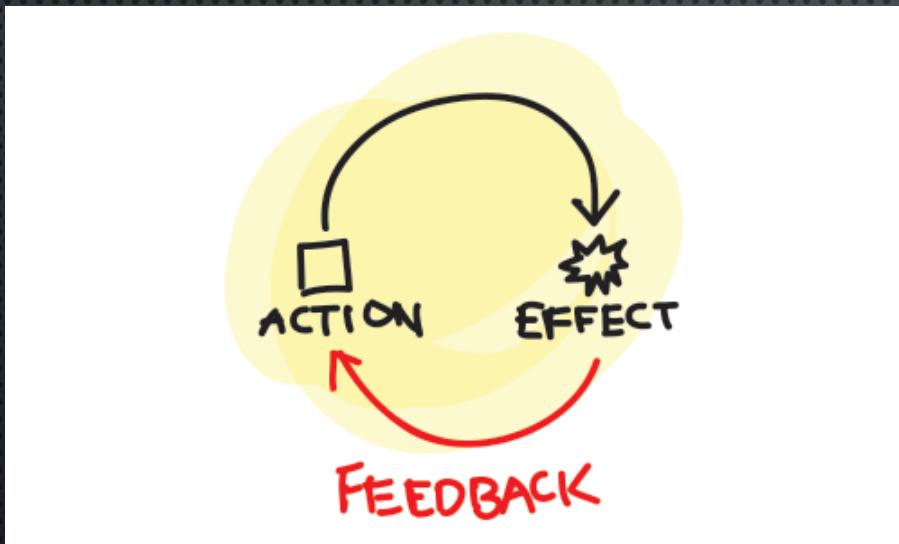
Line 18, Col 22 Spaces: 4 UTF-8 LF 3

<https://www.idomoo.com/blog/ai-personalization-examples-that-will-surprise-you/>

# DATA-DRIVEN INSIGHTS: DESIGNERS USE PATTERNS FROM DATA TO CRAFT NARRATIVES THAT FEEL GENUINE



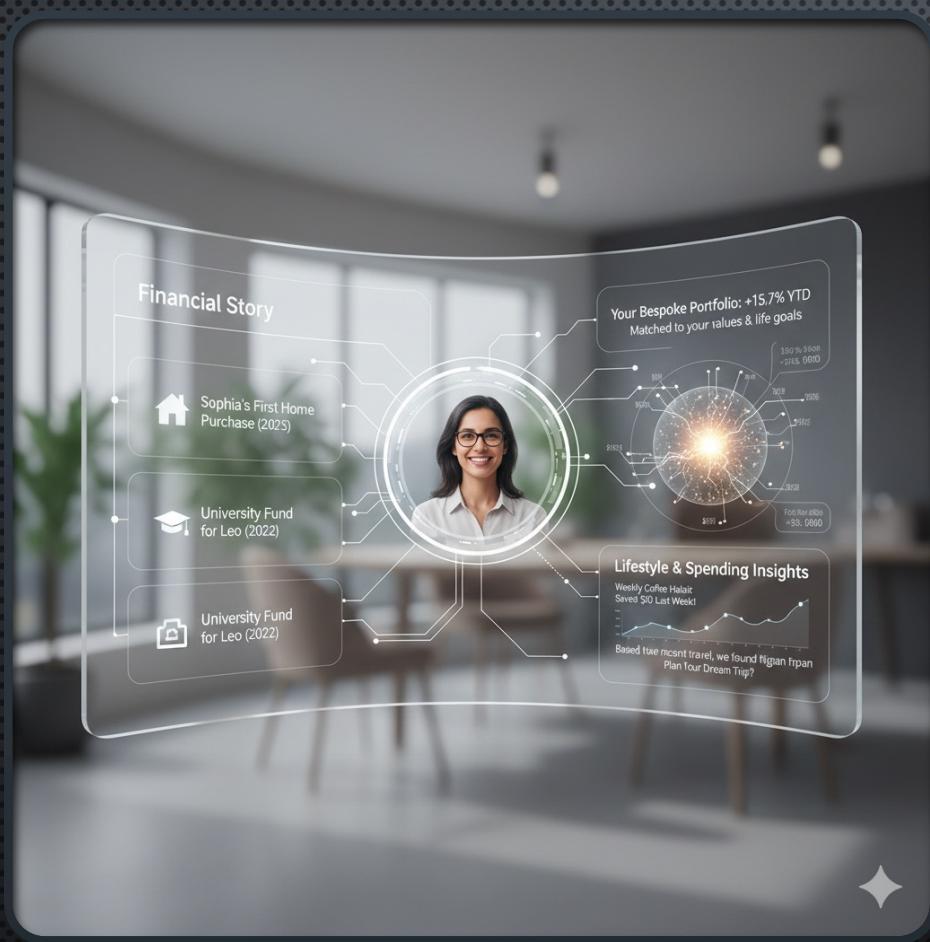
# INSTANT FEEDBACK LOOPS: REAL TIME CREATIVE DECISIONS



# INSTANT FEEDBACK LOOPS: REAL TIME CREATIVE DECISIONS (AS SEEN IN GAME DESIGN PRIOR)



# HYPER-CUSTOMIZATION & HYPER-PERSONALIZED



# Forbes

INNOVATION > CONSUMER TECH

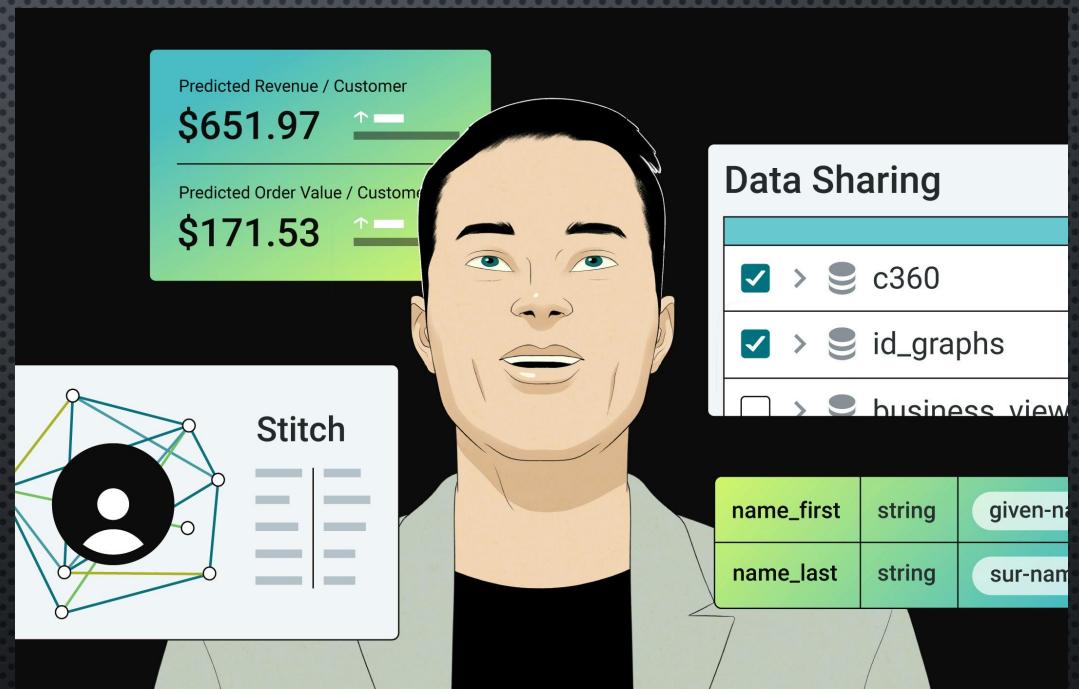
## Hyper-Personalization Is Already Here — Its Future Is Even More Cutting-Edge

By [Elad Natanson](#) Former Contributor. I cover the evolution of the mobile marketplace and the a... 

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# HYPER-CUSTOMIZATION

# STRATEGIC RELEVANCE AND BUSINESS INTELLIGENCE



<https://amperity.com/blog/how-ai-can-make-data-modeling-so-much-faster>

<https://www.kitlabs.us/ai-personalized-fitness-apps/>

## THE OLD MODELS, WITHOUT AI (CATEGORICAL)

<https://www.gameanalytics.com/blog/best-practices-in-game-purchases>



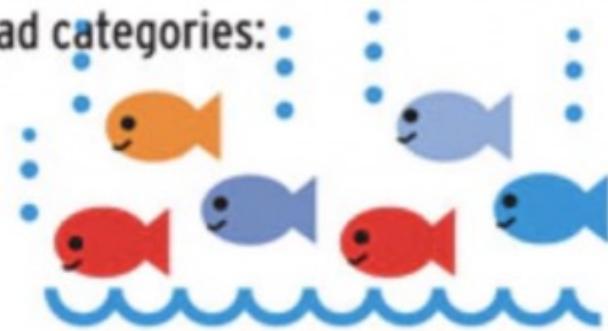
### Whales

The biggest spenders. Spend \$100 or more a month on one game. About 2 to 5 per cent of gamers



### Dolphins

The middling spenders. Spend up to \$20 a month on one game. About 10-20 per cent of gamers



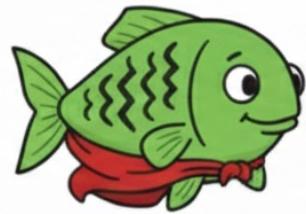
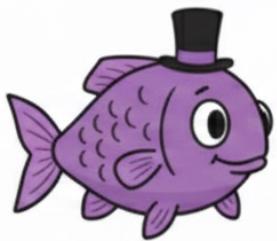
### Minnows

The most stingy. Might not spend on updates after buying a game. Up to 70 per cent of gamers

## Marine Mix

The gaming industry divides customers into three broad categories:

# THE NEW MODEL, DESIGNING PERSONALIZED EXPERIENCES FOR A SEA OF MINNOWS





EMOTIONAL RESONANCE:  
PEOPLE ADD THE EMOTIONAL  
ACUITY THAT AI LACKS

**Will AI actors replace us?!**

Director directs AI actor on set.



Will AI actors replace us?!  
**Director auditions AI actor**

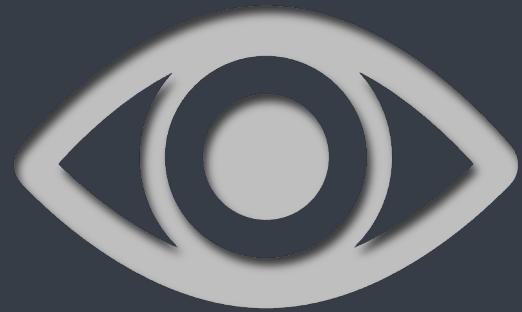


Actual prompt given to AI: Actor eats a hamburger and likes it

**Will AI actors replace us?!**  
**Director auditions world's first \*AI actress\***



<https://www.instagram.com/sergiocilli/?hl=en>

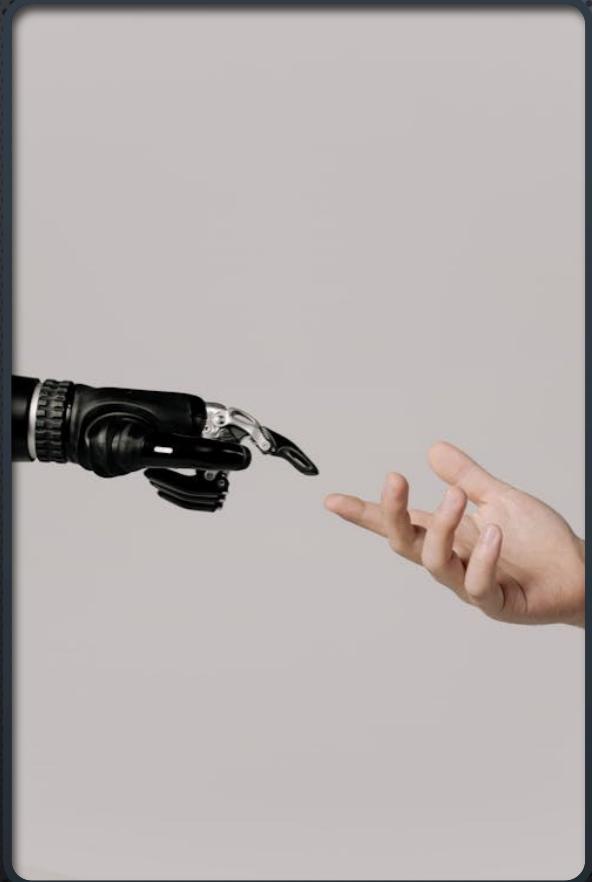


## DOMAIN 4: INSIGHT GENERATION



**TARGETED INSIGHT –  
CONNECTING  
BRAND TO USER**

AI-HUMAN  
COLLABORATION RESULTS  
IN “MORE PERSONAL” AND  
“RESONANT OUTCOMES”



DATA-DRIVEN INSIGHTS  
RECIPROcate TO BUSINESS INSIGHTS



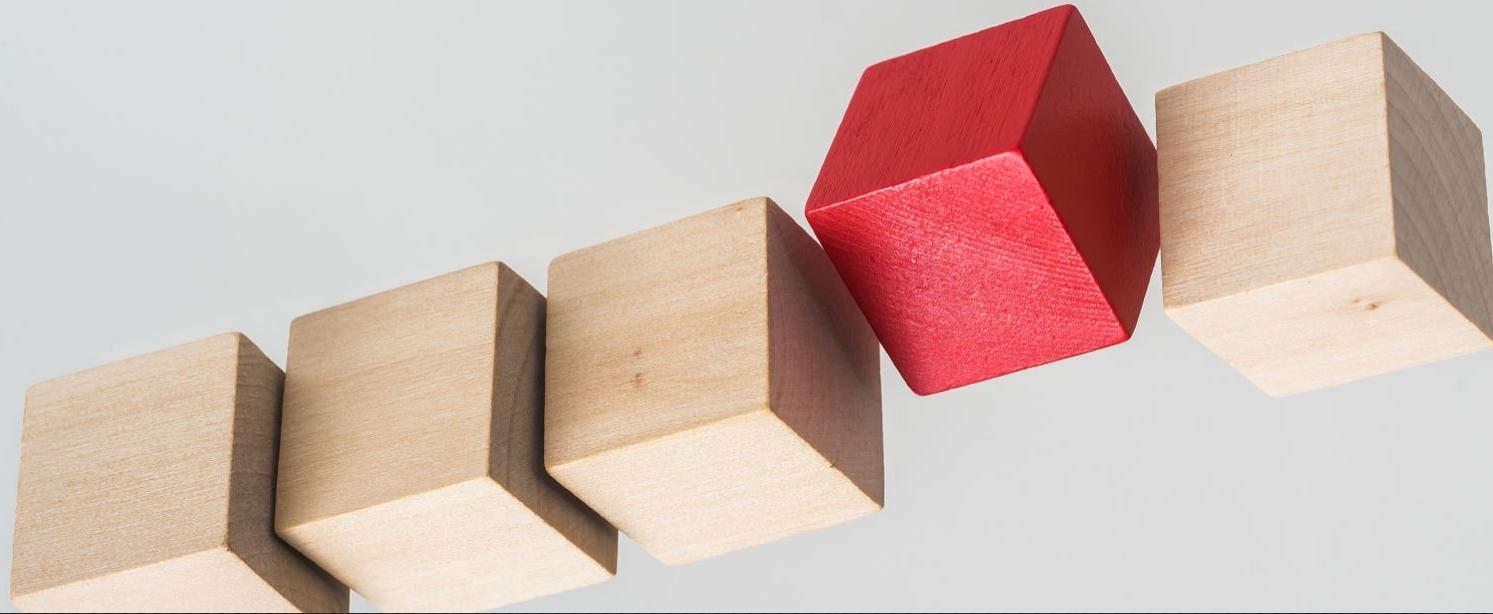


THE LOOP BETWEEN  
INSIGHT AND  
PERSONALIZATION IS  
SHAPING BUSINESS  
AND CREATIVE  
PROCESSES

# CONCLUSION



COMMON FOCUS:  
HUMAN-LED PARTNERSHIP  
(IN THE COLLABORATION)



ACHIEVING SUPERAGENCY  
HIGHER ACHIEVEMENT THROUGH AI

NEW HYBRID ROLES:  
CREATIVE  
TECHNOLOGISTS  
AND  
AI ART DIRECTORS

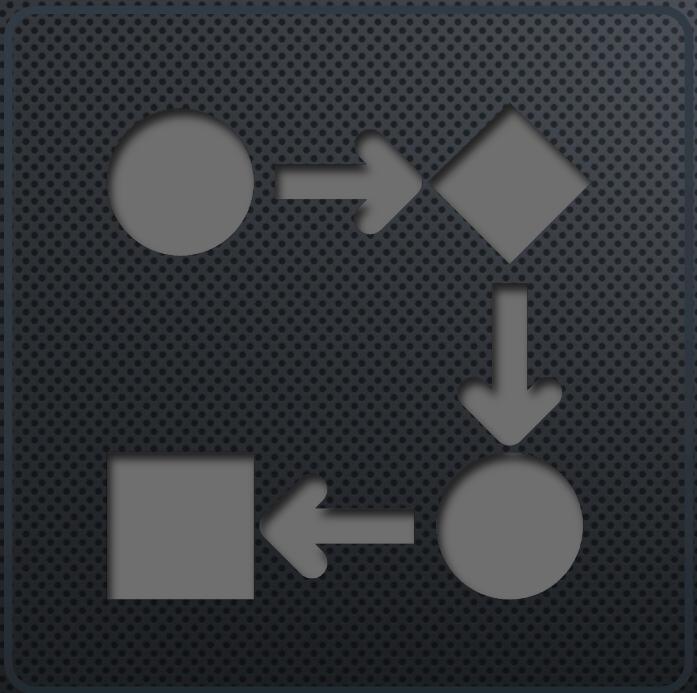




PERCEIVE GEN AI AS  
**BRIDGING A GAP**



SKILLSETS ARE  
SHIFTING FROM MANUAL CRAFT  
**TOWARD  
CONCEPTUAL  
ABSTRACTION**



PROMPT ENGINEERING:  
PROFESSIONALS MUST  
LEARN TO FORMULATE  
PRECISE PROMPTS  
TO GUIDE AI



# REDEFINING AUTHORSHIP



UNLOCKING RICHER CREATIVITY  
TO MEET EMERGING ARTISTIC CHALLENGES



WITH **AI AS A CATALYST** AND **COLLABORATOR**  
FOR CREATIVE WORK

# Thanks! Questions?



UNIVERSITY  
OF MIAMI



**Lindsay D. Grace**

**Knight Chair in Interactive Media**

**Director of the MFA In Interactive Media**



INTERACTIVE  
MEDIA

**University of Miami**

**<https://www.ProfessorGrace.com>**

**[ComLiteracy.com](http://ComLiteracy.com)**



**@ProfessorGrace**



**@ProfessorGrace**

**Siddhartha Paul Tiwari**

Academic and technologist



Source: India Today

Wikipedia

[https://en.wikipedia.org/w/index.php?title=Siddhartha\\_Paul\\_Tiwari&oldid=9930034241](https://en.wikipedia.org/w/index.php?title=Siddhartha_Paul_Tiwari&oldid=9930034241)

**Siddhartha Paul Tiwari**

Siddhartha Paul Tiwari FRAS (born 1979) is an academic, technologist and researcher. Currently, he works with Google Asia Pacific, Singapore. [Read more](#)

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BANARAS HINDU

UNIVERSITY

संपर्क कार्यालय



**Dr. Harsh Pradhan**

Assistant Professor

Address : Institute of Management Studies, Banaras Hindu University

Phone : 9930034241

Email : [harsh@bhu.ac.in](mailto:harsh@bhu.ac.in)

Google Scholar Profile : <https://scholar.google.com/citations?user=815MEd0AAA&hl=en&oi=sra>

ORCID Id: <https://orcid.org/0000-0002-3332-3610>

Researcher Id : <https://www.webofscience.com/wos/author/record/A18>

Personal Website : <https://sites.google.com/view/harshpradhan/home>, [shorturl.at/y2QSX](https://shorturl.at/y2QSX)

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