



MILUTIN JOVANOVIĆ

Director | Producer | AI Media Producer

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Executive Profile

Director and producer with more than twenty years of experience leading television, documentary, studio, institutional and digital productions from concept development through final delivery. Combines editorial judgement, directing, production leadership and post-production expertise with modern AI-assisted media creation to accelerate creative development while maintaining broadcast-quality standards.

Since 2023, has expanded this experience into AI-assisted media production, using generative AI as a practical production tool rather than a replacement for traditional filmmaking. Helping organisations combine production quality with modern AI workflows to create faster, more consistent and visually compelling content.

Professional Experience

2023 – Present
Berlin

AI StoryLab

Founder, Director & AI Content Producer

- Directs AI-assisted visual concepts, generative stills, multi-shot video sequences and short-form content for creative and business communication.
- Combines traditional directing, editing and storytelling with Kling, Midjourney, Runway, HeyGen, ElevenLabs and ChatGPT.
- Creates cinematic teasers, branded storytelling, documentary-inspired formats and AI-supported social content with consistent visual direction.
- Uses AI for research, concept development, visual testing, voice generation, lip sync and production acceleration.
- Builds selected n8n and Make workflows for client intake, creative brief evaluation and content operations.

2012 – Present
Budapest / Berlin

RTS and Serbian Diaspora Media

Correspondent & Journalist

Produces reports and television features from Budapest and Berlin and applies investigative and documentary storytelling to social and cultural subjects.

2007 – Present
Belgrade

Golden Touch Productions

Founder, Director & Producer

Produces and directs documentary films, series and media campaigns for international organisations and foundations; oversees creative development, production coordination, directing and post-production.

2000 – Present

Independent / International Collaborations

Director, Screenwriter & Producer

- Develops and delivers television, documentary, institutional and digital projects from concept and script through directing, editing and final delivery.
- Collaborates with Deutsche Welle, RTS, European organisations and independent production teams.
- Directs studio formats, interviews, reports, documentaries, live-streams and podcast productions.
- Created and directed a five-episode documentary series on amateur football for RTS, built around real people, local clubs and communities and delivered under national broadcast deadlines.

2020 – 2023
Berlin

Frau DUDI Productions
Founder, Director & Producer
Produced and directed documentary and socially engaged content for the European market, collaborating with German and international media on migration, social change and art.

PROFESSIONAL TRAINING & EDUCATION

2026

AI Media Creator
Digital Career Institute, Berlin

- Completed
- Generative image and video production · AI-assisted visual development · AI voice and lip sync · Content strategy · Digital marketing fundamentals · Workflow automation

1996 – 2000

TV and Film Directing
Academy of Arts, Belgrade

Core Expertise

Directing & production leadership	Television & documentary production	Editorial storytelling & interview structure
Studio, location & live-stream production	Video editing & post-production	Branded & social video content
Generative AI content production	AI video & visual development	Prompt development & style systems
Creative workflow design	Workflow automation n8n & Make	Quality control realism, continuity & delivery

Languages

Serbian Native	English Professional Working Proficiency
German A2, currently improving	

SPECIALIST EXPERTISE

AI Visual Memory Specialist
Developing a specialist practice in reconstructing 20th-century visual styles using generative AI, combining historical research, archival analysis and AI-assisted recreation of photographic, film, documentary and television aesthetics.

Featured Research Project — Visual Memory of the 20th Century
Historical Visual Systems and AI Reconstruction of Photography, Film and Television. Ongoing research into historical photography, film stocks, documentary aesthetics, television history, broadcast styles and archival material as a basis for AI-assisted visual reconstruction.

AI PRODUCTION & CREATIVE SYSTEMS

End-to-end AI filmmaking

- End-to-end AI filmmaking from visual research and prompt development through generation, selection, editing and final delivery.
- Character, environment, lighting and camera consistency across multi-shot AI sequences.
- Image-to-video, text-to-video, AI voice, lip sync, visual prototyping and style development.
- Human-led review of anatomy, motion, eye-lines, continuity, realism, pacing and technical delivery quality.

- AI-supported content systems that turn one concept into long-form, short-form and platform-specific variants.

Selected formats: Documentary-inspired AI formats; AI-generated advertising and social video; Archival Poetry Cinema; Cinematic Event Essay.

SELECTED INTERNATIONAL PROJECTS

2011 – 2011

Migration

video, colour, sound, 18 minutes

Presented at La Biennale di Venezia.

European Broadcasting Union project

Represented Serbia with a documentary film in a European Broadcasting Union project.

European Commission documentary

Commissioned by the European Commission to produce a documentary film about Roma in Europe.

TOOLS & TECHNICAL SKILLS

Editing & Production

Adobe Premiere Pro, CapCut, Canva, live-streaming and podcast production equipment

AI Image

Midjourney, Ideogram, Nano Banana

LLMs

ChatGPT, Claude, Gemini

Workflow & Automation

n8n, Make, Airtable, Google Sheets, basic API workflows

AI Video

Kling, Runway, Veo, Luma Dream Machine

AI Voice & Audio

HeyGen, ElevenLabs, Suno, Udio

Image & Finishing

Adobe Photoshop; DaVinci Resolve — working knowledge