Peter Fermoselle

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PROFESSIONAL SUMMARY

Thirty-three years across production and operating. Press-ready print production, high-end retouching, AI animation and AR activation; sixteen years running a 125,000-guest-a-year operation; and a multi-tenant booking platform now running in production, specified end to end. Creative direction and brand building throughout.

KEY SKILLS

Retouching & print: Frequency separation, compositing, generative fill, CMYK, press approval
AI creative: Kling, Hailuo, Kive, ElevenLabs, Runway, MidJourney, Claude Connector Workflow
Adobe Suite: Photoshop (expert), Illustrator, After Effects, Premiere
AR & 3D: SketchUp, TikTok Studio, WebAR, Meta Spark (retired by Meta)
Brand & direction: Creative direction, visual storytelling, apparel and streetwear campaigns
Licensing: 50+ IP deals — Marvel, DC, Nintendo, Warner Bros., Disney
Sites & software: Spec-driven with Claude: sites, storefronts, booking systems, payments

PROFESSIONAL EXPERIENCE

BookingVana
Apr 2026 – Present

Founder

- A universal booking engine: multi-tenant booking and commerce, running in production.
- I write the spec; Claude writes the code. 240,000 lines, 214 API routes, 232 database migrations, 541 test files, and 861 logged product decisions.
- Availability, resources, deposits, waivers, passes, gift cards and refunds.

Isaac Morris LTD
2024 – Present

Image Correction & Retouching

- Image correction and retouching for vendor catalog photography, across accounts including Costco, Children's Place and Sam's Club.
- Retouching, compositing and generative AI, with AI animation alongside it.
- Two tracks delivered to the same catalog spec: photography shot on set, which I prep end to end, and generated model shots finished to the same standard.

Virtual Threads / DeKryptic
2017 – 2024

Creative Technologist, Director of Licensing, Co-Founder

- AI apparel campaigns: MidJourney and Runway output finished in Photoshop for the DeKryptic and Preme brands.
- Negotiated 50+ IP licensing deals — Marvel, DC, Nintendo, Warner Bros. and Disney — and drove the business to $25M+ in sales.
- Conceived AR-activated apparel and shipped the Boosted Art app on iOS and Google Play.
- Built the AR activations in Meta Spark for Instagram and Facebook, with BioWorld for Walmart USA rollouts: full interactive 3D in an under-8MB package, 150,000+ downloads.
- Directed creative vision and design strategy, producing collections that merged digital design with hand-drawn and AI-influenced concepts.

Indoor Extreme Sports
2004 – 2020

Founder / CEO

- Invented paintball laser tag; Universal Electronics developed it into iCombat.
- Founded and scaled an indoor entertainment operation to two New York City locations across 54,000 sq ft, a team of 120, 125,000+ guests a year and $23M+ in revenue.

- Featured by ABC, CBS and FOX, highlighted by Red Bull, and covered twice by The New York Times.
- Sixteen years of booking, scheduling, staffing, safety and margin — the domain knowledge BookingVana is built on.
- Closed in 2020 under New York City's pandemic restrictions on indoor recreation.

Ruthless Art
2005 – 2010

Partner / Creative Director

- Co-founded a licensed apparel brand that did $17M in sales, distributed through Macy's, Jimmy Jazz, DTLR and 100+ vendors.
- Design concepts built in Photoshop and Illustrator for the urban apparel space.
- Directed campaigns across digital and physical channels, shaping the brand's visual identity.

American Color Graphics
2000 – 2003

Pre-Press Specialist → Lead Retoucher & Account Rep

- Began as a Scitex Brisque RIP operator in a high-volume pre-press environment.
- Ran Adobe ColorSync workflows and Kodak digital proofing systems for accurate colour management and press-ready output.
- As Lead Retoucher and account rep: high-end retouching and image preparation for Dennis Publishing's Maxim, Stuff and Blender, and the Macy's catalog.

Creative Freelancer
1993 – 2000

Digital Pre-Press · Designer · Retoucher

- Paintbox operator through SPA Digital.
- Built AVON's digital photography workflow and studio.
- Retouching and design for agencies including Landor, Philip Morris and Deutsch.

SELECTED PROJECTS

Isaac Morris LTD (2024 – Present). An AI workflow that turns still model photography into full-motion video, alongside image correction, retouching and compositing for vendor catalogs.

DeKryptic (2023 – Present). AI-generated campaigns for licensed art on apparel, built with MidJourney, Runway and Kive, and finished in Photoshop.

Bode — World Tour Campaign (2024). A direct-to-garment apparel launch for the Bode World Tour, with a full AI campaign in place of a location shoot: generated backdrops, street murals and model photography, printed on demand with no inventory. Since then, non-commercial collaborative work on the Bode documentary.

BioWorld / Walmart USA (2021 – 2023). Augmented reality filter activations tied to licensed-apparel rollouts, with the packaging itself as the trigger. Full interactive 3D under an 8MB download budget; 150,000+ downloads.

Case studies at PeterFermoselle.com