Vinder Singh

AI Agent Architect | Former Creative Group Head

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· https://vs-agents-poc.vercel.app/ · Bangsar, Kuala Lumpur

AI Agent Architect and Creative Group Head with experience across marketing and generative AI. I design prompt systems, agent workflows, and agent orchestration that help turn business goals into reliable outputs across text, image, and video. My recent work includes building prompt libraries, shaping multi-agent workflows, and supporting AI product development with Engineering and Product teams. Example of agentic workflows: ***https://vs-agents-poc.vercel.app/***

EXPERIENCE

AI Agent Architect - Marketing Agents
10/2022 – 03/2026

gimmefy — Singapore

- Developed 200+ agent prompts: Leveraged 13 years of marketing and creative agency experience to write 200+ enterprise prompts, bridging the gap between creative intent and LLM execution for global enterprise deployments
- Architected agent orchestration patterns using task decomposition, tool use, and state management in LangChain and LangSmith to build reliable multistep workflows
- Applied deep technical judgment across LLMs and multimodal models to design systems that balanced output quality, brand safety, and production usability
- Implemented prompt systems with close attention to latent space behavior, context window limits, and how one agent's output should structure the next agent's input
- Partnered with AI Engineering and Product teams to translate roadmap priorities into scalable agent features, workflows, and platform capabilities
- Orchestrated agentic workflows: Built multistep, multi-agent systems integrating RAG and knowledge bases to ensure all model outputs were accurate and grounded in proprietary data
- Developed notable workflows including Campaign Planner, Newsletter Creator, and Brand Positioning.
- Managed and tested multimodel ecosystems: Selected and applied leading LLMs (OpenAI, Gemini, Anthropic), image models (Ideogram, Recraft), and video models (Veo, Kling) to deliver targeted, multimodal marketing outputs
- Mentored junior Agent Architects and interns in a small startup setup

Creative Consultant
01/2021 – 09/2022

Self-Employed — Malaysia

- Executed strategic digital and creative work, primarily handling major client accounts such as Nestlé Ice Cream

Creative Group Head
07/2019 – 12/2020

Reprise Digital (IPG Mediabrands) — Malaysia

- Led a team of 10 creatives for the Nestlé account, overseeing high-impact campaigns for flagship brands including MILO and Nescafé Latte
- Managed end-to-end creative output for a diverse portfolio ensuring strategic alignment with complex business objectives

EXPERIENCE

Creative Group Head
01/2017 – 11/2018

Naga DDB Malaysia — Malaysia

- Oversaw team operations in strategic thinking and developing creative solutions to solve complex business problems
- Managed creative output for top-tier clients including Astro and Panasonic
- Promoted to Group Head within the first 5 months of tenure

Senior Copywriter
11/2015 – 12/2016

Kevokloud — Malaysia

- Developed digital marketing strategies across social media, SEO/SEM, UI/UX, and Google Analytics to support enterprise pitch wins for Allianz and JobStreet.
- Translated business objectives into creative concepts and channel plans for client work, strengthening campaign relevance and execution quality.

Additional Experience
09/2009 – 10/2015

LAB The Boutique Brand Consultants; MCK Creative Resources; The Star Media Group; Purplehouz — Malaysia

- Held foundational copywriting and digital marketing roles across agencies and media groups.

SKILLS

Agentic Workflows · Agent Orchestration · Prompt Design · Creative Ideation · Copywriting

EDUCATION

Foundation in Engineering
2003 – 2004

Multimedia University — Malaysia

LANGUAGES

English — Native

Malay — Advanced