Daria Cotocu

dariacotocu@gmail.com |London, UK

AI creative technologist who builds generative AI workflows and prototypes, from LoRA fine-tuning and ComfyUI pipelines to live AI experiences. Led generative AI projects at Red Bull and built generation workflows at ShowStudio, with research in real-time audio ML.

Pre-settled status in the UK

WORK EXPERIENCE

ShowStudio
Creative Technologist **May 2026 – Oct 2026**
London, UK

- Fine-tuned and trained LoRA models for generative image applications, including researching and curating the training datasets
- Built and customised ComfyUI and Python generation workflows, including custom nodes
- Built an internal app for a live, real-time AI visual feed, delivered for a major fashion event
- Tested diffusion models and prompt engineering approaches, and worked with the client to choose the model that best matched their aesthetic
- Supported on-set photo and video shoots, including live broadcast set-up (OBS, NDI)

Red Bull
Area Project Manager – User Centric Services Team **July 2023 – August 2025**
Salzburg, Austria

- Led generative AI projects for internal teams, including a marketing chatbot, new GenAI features for internal tools, and a Spanish-language integration for an IT support tool
- Ran user research with Spanish-speaking teams to scope what needed translating, then wrote the user stories and requirements
- Moved AI prototypes from concept to real-world adoption, coordinating engineers, stakeholders and regional teams
- Designed and ran hands-on generative AI workshops (LLMs, prompting, automation) for 250+ employees across Europe and Latin America
- Evaluated AI use cases for regional teams and adapted them to local needs and constraints, including assessing AI video dubbing for multilingual social content with marketing and brand teams
- Researched and tested new AI tools (LLMs, multimodal models) for internal prototyping

Deep Melt Music and AI Workshop
Creative Technologist **May 2022 – July 2022**
London, UK

- Applied deep learning techniques to generate and control expressive raw audio, including building custom ML-based performance controllers.
- Composed and performed an original piece incorporating AI-generated audio

EDUCATION

University of the Arts London **Sept 2025 – Sept 2026**
MSc Applied Machine Learning for Creatives *London, UK*

- Units: Coding for digital media, Conversational Interfaces, Data Science for Creative Industry, Multimedia ML, Performing Data
- Focus on machine learning for creative, interactive, and real-time systems, with emphasis on audio, multimedia ML, and human–AI interaction

University of the Arts London **Oct 2020 – June 2023**
BSc, Creative Computing – First Class Honours *London, UK*

- Units: Machine Learning, Art & AI, Web Design, Human-Computer Interaction, Coding Visuals, Physical Computing, App Development

PUBLICATIONS/ RESEARCH

NIME Student Consortium (2026), accepted paper: "A Non-Evaluative Machine Learning System for Supporting Musical Practice,"

- Designed, implemented and tested an unsupervised, autoencoder-based system that analyses real-time guitar audio (loudness, timbre, rhythmic activity, phrase continuity) to give non-judgmental feedback to musicians

AI in Art Practices and Research Conference 2026 (November 2026), accepted presentation: "Playing with RAVE: Guitar Dynamics as an Interface for Neural Audio Collaboration"

- Guitar-controlled performance system using two RAVE models, shown in 3 live contexts, including a NIME 2026 workshop demo

SKILLS & INTERESTS

- **Programming & ML:** Python, PyTorch, TensorFlow, C++, Swift, Audio & Speech ML, RAG, LoRA fine-tuning, API integration
- **Web & Creative Tech:** HTML, CSS, JavaScript, Arduino, ComfyUI
- **Tools:** Figma, Miro, Claude/ Claude Code**,** Adobe Creative Suite, Prototyping, 3D Modelling, Blender

PORTFOLIO

https://dariacotocu.com/

LANGUAGE SKILLS

- Mother tongue: Romanian
- German: C1 (Deutsche Sprach Diplom Zweite Stufe – Kulturministerkonferenz)
- English: C1 (International English Language Testing System)