

MATTHIEU CZARKOWSKI

Director and art director,
AI production

I make ads, films, music videos and series with AI, from first idea to a finished 4K master with sound. An engineer by training, I write my own tools to keep a product or a character identical from shot to shot, and I test my formats on a real audience: **95.1 million measured views** on my channel.

Brief → 4K master

One point of contact

Three client sign-offs

16:9 • 9:16 • 1:1 • 4:5

MY CHANNEL, IN NUMBERS

LaRefVlog YouTube channel
measured 18 October 2026

95.1M

measured views
across 347 videos

17

shorts past one
million views

3.8M

views on the best
short

131,000

median views per
short

57,700

YouTube
subscribers

CONTACT

- Toulouse • open to Switzerland
- Calls by appointment, via the website
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- youtube.com/@larefvlog
- instagram.com/refvlog_
- tiktok.com/@refvlog
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WHAT I MAKE

- Ads and brand films
- Series and viral campaigns
- Music videos
- Film: trailers and short films
- Product photos and key visuals
- Branding and identity
- Websites and launch pages
- UGC and social ads

EDUCATION

Diplôme d'ingénieur (MSc level),
Computer Science and Networks
2023 — 2026 • ENSEEIHT, Toulouse INP

Erasmus, cybersecurity and cloud
2025 — 2026 • Luleå University of
Technology, Sweden

BUT in Computer Science (2 years)
2021 — 2023 • ULCO, Calais

EXPERIENCE

Founder, director and art director

Studio Latent • AI creative studio • Toulouse, France

SINCE SEP 2025

- 20 campaigns and films** taken from script to delivery: 4K visuals, and films edited, graded and mixed with sound.
- Ads for real products (automotive, watchmaking, sport, leather goods, aviation, space): **self-initiated, not commissioned by the brands**.
- Complete invented brands: **ORIGINE** coffee, **VÉRA** fragrance, **LUMEN** fashion (name, logo, packaging, visuals, film, UGC).
- Genre film: **Moisson** (folk horror in 2.39), **Zone** (found footage), **Généré** (short film); **NOA** music video in Super 8; a recreation of Paris in 1888.
- A director's standards: long takes, hard cuts, photographic grading, voice, original score and sound effects, all mixed, with no "AI look". In-house Python tools for product consistency from shot to shot, 4K finishing and batch grading.

Creator, writer and editor

LaRefVlog • YouTube channel

2025 — 2026

- 340 shorts and a mini-series** written and edited in one year; **95.1M measured views** across 347 videos.
- "La Chute du Monarque": an AI-generated parody mini-series, two episodes (5:54 and 11:25), recurring characters, dialogue, a series identity.
- Hooks, thumbnails and titles tested continuously; a click-through prediction model trained on 349 real CTRs.

Independent creator partner

Black Forest Labs

SINCE JUL 2026

- Visual work, early-access testing of new models and usage feedback.

Software and cybersecurity engineer, work-study

Thales Alenia Space • Toulouse, France

SEP 2023 — SEP 2026

- LLMs deployed on an offline infrastructure, encryption in C++, security audits: the rigour of a critical environment, applied to production.

HIGHLIGHTS

Rolex and Ariane 6: self-initiated, not commissioned by the brands.

ROLEX SUBMARINER

SELF-INITIATED

A 55-second spot in long takes: the workshop at dawn, the dive, the return at sunset. Voice-over and original orchestral score.

MOISSON

TRAILER

88 seconds of folk horror in 2.39: the harvest festival of a village in Aveyron. Dialogue, original hurdy-gurdy and violin score.

ORIGINE

FULL IDENTITY

An invented coffee roaster: name, logo, packaging, shop, a 39-second identity film, UGC and an Instagram story.

ARIANE 6

SELF-INITIATED

"From Toulouse to Kourou": a launch told like a space-agency documentary, with voice-over and original score.