

Innovation Lead 2024: Shan Jin, Goodby Silverstein & Partners

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A creative technologist in the Labs department of Goodby Silverstein & Partners, Shan Jin began her career in a human-resources software company, providing solutions for enterprises and corporations. She would later decide to pursue a different route, returning to a graduate program at NYU's Tisch School of the Arts. She credits this period with helping her to master the art of

using technology not just as a tool but as a medium for creative expression and for crafting engaging interactive experiences.

As she explores the intersections of emerging technologies, art and advertising. Jin has been instrumental in steering GS&P toward AI use in its daily operations by demystifying it for creative teams. She has established streamlined environments that simplify experimentation with AI models, ensuring that creatives can harness these tools effectively. More importantly, she also helps educate them on the capabilities and use of AI, fostering a balanced understanding and appreciation of the technology.

One notable example of her innovative approach was the creation of a storyboard for an Xfinity commercial, for which she and the team utilized AI. While this exploration presented its unique challenges, it also yielded invaluable insights. Jin and her team developed a reproducible process that now serves as a blueprint for future AI applications in creative projects.

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