

Luke Libby

Creative Technologist · Product Builder

Farmington, UT · lukelibby.com · linkedin.com/in/luke-libby1

Summary

Creative technologist and product builder with ten-plus years at Pluralsight and freelance work across AI systems, video production, hands-on labs, and practical software. I build internal tools and AI workflows that speed up production without cutting corners on quality.

Core Skills

Product & Creative Technology: Product Strategy · Product Development · AI Workflow Design · UX/UI Design · Rapid Prototyping · Design Systems · Information Architecture · Systems Thinking

Software & Development: Flutter / FlutterFlow · React / Vite · Webflow · FastAPI · Supabase · Firebase · PostgreSQL · Python

AI & Automation: Machine Learning · Automation · AI-Driven Content · LLM Workflow Design · MCP Integrations · Prompt Engineering · Agentic AI Concepts · Preflight & QC Automation

Media & Production: Video Production Pipelines · Adobe Premiere Pro / Audition · Audio & Video Standards · Hands-On Labs · Technical Training Content · Motion Graphics · Author Coaching · Instructional Systems

Experience

Creative Technologist · PluralsightJan 2026 – Present · Remote

Design and develop internal video production tools for cross-functional teams.
Build AI-assisted workflows and MCPs for review, QC, and delivery.

Technical Content Producer · PluralsightSep 2021 – Jan 2026 · Remote

Led design and implementation of AI-assisted lab generation for hands-on content.
Authored and published 60+ hands-on labs using AI while maintaining technical accuracy.

Earlier Pluralsight & Digital-Tutors2014 – 2021

Video Content Producer, Production Editor, QA Specialist, and AV Editor — author coaching, Adobe suite workflows, motion graphics, and publication quality.

Freelance Designer · Luke Libby DesignJul 2017 – Present · Remote

Build websites and applications with FlutterFlow, Flutter, Webflow, Supabase, and Firebase.

Selected Projects

- WyldTracks** — AI Wildlife Field Journal. Structured AI analysis contract with candidates and field marks
- GearTraxx** — Outdoor Gear Tracking Platform. Gear organization systems

Education

- Oklahoma Christian University** (2014 – 2016) — Bachelor of Arts, Animation & Game Design, GPA 3.6, Dean's Award, Department of Art & Design
- Northern Oklahoma College** (2012 – 2014) — Associate of Applied Science, Animation, Interactive Technology, Video Graphics & Special Effects, GPA 3.8, Dean's Award
- Tri County Technology Center** — Certification, Architectural Drafting & CAD/CADD, GPA 3.9