

New AI Tool Designed to Streamline Creation of Personalized Pet Portraits

New AI platform turns a single pet photo into a 4K portrait in seconds — with instant downloads and premium print options all in one place.

SAN FRANCISCO, CA, UNITED STATES, December 1, 2025 /EINPresswire.com/ -- [Petsy AI](#), a San Francisco-based technology startup, has announced the launch of an artificial intelligence-based system designed to assist pet owners in generating personalized portraits from a single uploaded photo. The project began as a personal exploration of designer and digital artist Matt Bulbul, who began investigating whether emerging AI tools could streamline a process that traditionally required more time, higher costs, or coordination across multiple services.



Petsy AI Frame Print Gift

“

Petsy AI was born from a simple moment of frustration. I just wanted a beautiful portrait of my pet without the cost, the wait, or the complexity. Now anyone can create one in seconds.”

Matt Bulbul, Founder of Petsy AI

Pet portraiture has long been a popular keepsake category among pet owners. According to national pet industry data, more than 90 million U.S. households own at least one companion animal, contributing to the growing demand for customizable items, including artwork. Bulbul's early research suggested that many pet owners valued the idea of a portrait but often encountered obstacles such as lengthy turnaround times, fragmented services between digital and print vendors, and limited access to varied artistic styles.

“Like many others, I was looking for a straightforward way to create a portrait of my pet,” Bulbul said. “I noticed that the available options, while high-quality, could sometimes be inaccessible for people who didn't want to wait several days or

navigate multiple steps. That observation became the starting point for experimenting with a more consolidated approach.”

Early Testing and Development Insights

The concept evolved during a series of informal trials. In one instance, Bulbul captured an impromptu photo of a fish at a PetSmart store. The image, taken through reflective glass under low lighting, was not intended for portrait creation. However, the resulting AI-generated output was unexpectedly clear, prompting additional exploration into how AI tools interpret and process a wide range of animal photos.

This experiment broadened the project’s direction. Instead of focusing solely on dogs and cats—the most common subjects in the pet portrait market—the team expanded development efforts to support birds, small animals, reptiles, fish, and other companion species. The initiative adopted the guiding principle that any animal, regardless of type, could have a corresponding portrait created using a unified workflow.

System Overview and Technical Focus Areas

Petsy AI has been structured around several technical priorities that shaped the platform’s feature set:

1. Single-photo functionality

The system is engineered to generate output from just one uploaded image. This design choice reduces the complexity that often accompanies AI tools requiring multi-angle photo sets or lengthy training processes.



Petsy AI Logo



Matt Bulbul, Founder of Petsy AI

2. Style variation and updates

The platform provides a selection of artistic treatments that are updated on an ongoing basis. These styles include traditional painting themes, modern digital design approaches, seasonal concepts, and stylistic variations inspired by historical art genres. According to the team, new styles will continue to be added as part of the system's iterative development.

3. Integrated print options

To address a common gap between digital portrait generation tools and physical print services, Petsy AI incorporates an optional print-ordering pathway. Users may request framed prints, posters, or canvas-based formats without needing to export files to external printing vendors. Digital downloads remain available for individuals who prefer handling printing independently.

4. High-resolution output

Generated portraits are produced at a large format, with files sized to accommodate oversized prints such as wall posters or canvas displays. This capability is intended to give users flexibility when deciding how to use or display their portrait.

5. User interface and workflow simplification

The platform includes an updated onboarding process, preview selection interface, and other interface adjustments made in response to early user feedback. These refinements were aimed at making the workflow more intuitive and reducing friction for first-time users.

Positioning Within Broader Creative and Technological Trends

The launch of Petsy AI occurs during a significant period for generative AI within creative sectors. Digital tools are being adopted in illustration, photography, media production, and design, raising ongoing discussions about how AI should complement or coexist with traditional artistic practices. Petsy AI represents one of several emerging experiments investigating how AI might support new creative workflows rather than replace established ones.

Bulbul emphasizes that the project is not intended to serve as a substitute for professional artists. "Hand-crafted artwork has an important place and a long history," he said. "Our intent is to provide an alternate option for individuals who are curious about what AI can generate or who are looking for a faster or more self-service approach."

Early User Participation and Observations

During initial testing, thousands of images from early adopters were processed through the system. These participants included pet owners seeking digital keepsakes, individuals trying AI-generated art for the first time, and users interested in applying AI-generated portraits to printed home décor.

Some early testers shared their results across social media platforms, contributing to broader

conversations about the intersection of technology, personalization, and pet culture. According to Petsy AI, many early participants expressed interest in the system's single-photo approach and the ability to transition smoothly from digital output to optional print formats.

Broader Context: Pet Ownership and Customization Trends

With pet ownership continuing to rise globally, the market for customizable pet-related goods has expanded accordingly. Items such as personalized collars, engraved tags, customized feeding accessories, and decorative artwork have become common ways for pet owners to express attachment to their animals. AI-generated portraits represent a new category within this space, illustrating how digital tools can integrate with personal expression.

Ongoing Development and Future Steps

Petsy AI plans continued research and feature updates as the system progresses through additional stages of development. Areas of planned focus include accessibility improvements, broader species recognition, additional artistic options, and refinement of the image-processing pipeline. User feedback will continue to inform updates to both the interface and feature set.

"Technology evolves rapidly, and we expect the system to evolve along with it," Bulbul said. "Our goal is to understand how AI can responsibly support personal creativity while maintaining transparency about its capabilities and limitations."

Matt Bulbul

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