

JOEL FERNANDO

CREATIVE SOCIAL

Los Angeles, CA
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Multimedia creator, filmmaker, and designer pushing the boundaries of storytelling through digital A.V. and immersive experiences. From directing high-impact branded content to pioneering experimental camera tech with YUMI Lens, I merge innovation, technology, and visual artistry to craft unforgettable media.

EDUCATION

Columbia College Chicago
Master in Media Management
2011

University of North Carolina
at Wilmington
B.A. Communication Studies
B.A. Film Studies
2005

SKILLS

Content Ideation & Development
A.I. Prompting & Visual Prototyping
Marketing Campaign Strategy
Motion GFX & VFX
Generative Art
Multimedia Installation Production
3D Printing & Manufacturing
Prompts and AI Visual Coding
Post-production supervision
Trending social media R&D

SOFTWARE

Adobe After Effects
Adobe Premiere
Adobe Photoshop
Microsoft and Google Suite
Unreal Engine
Logic
Slack/Monday/Trello/Asana
Microsoft Suite/ Google Suite
Project management tools
Basic python, html, raspberry pi

PROFESSIONAL EXPERIENCE

YUMI Lens

Founder, Product Designer 1/24-Current

- Design & develop YUMI Lens, a photography & video-focused brand specializing in experimental optics.
- Build a brand identity & marketing strategy, leveraging strategic digital content & social
- Lead product design, R&D, & manufacturing
- Develop a DTC sales model utilizing strategic partnerships for distribution

Trailer Park Group

Community Manager 10/22-4/23

- Ideated & pitched global social campaigns for major entertainment brands, driving audience engagement and brand visibility.
- Analyzed real-time metrics, optimizing content strategies to maximize reach & interaction, pivoting campaign as necessary
- Fostered active community engagement, responding to audience interactions in real time to amplify brand presence and strengthen fan connections.

[Hulu, HBO Max, Netflix, Amazon]

Zooshine Creative Agency

Creative Producer, Editor 10/18-11/19

- Conceptualized social branded campaigns based on client needs: VFX & title GFX, supercuts, animation, manage freelance editors & programmers

Parsel

Creative Producer, Editor 6/16-12/17

- Produced & edited branded commercials, photoshoots, multi-cam live streams; casting, scripting, producing, editing, motion GFX [Ciate, Forever 21, Sephora]

SPECIALIZED & FREELANCE

Super Deluxe

Creative Producer, Editor, Director

- Wrote & directed creative science based content for SD's Future vertical on YT, IG, FB, gaining over 5 million+ views collectively

Viacom Logo

Creative Producer, Editor, D.P.

- Produced & edited integrated branding content documentary, commercial, reality t.v., for Logo TV's digital dept. [NYC Pride, AT&T, Gilead, Starbucks, Avenue Q]

Cucalorus Film Festival

Experiential Event Producer

- Conceptualized, produced, directed multiple branded interactive popup environments for 2000+ annual attendees over multiple years

Producer, Editor, D.P. •Future Islands •L7 •Girl Talk •Scratch Academy •Freaker •Fujitsu Produce, Shoot & Edit digital video projects using after effects, premiere, & analog VFX

INTERNSHIPS

NPR Radio WHQR Audio Specialist Intern •Managed audio archives, recorded interviews, & edited montages to support high-quality public radio broadcasts

The Onion Social Media Marketing Intern •Expanded The Onion's social media presence across 82 markets by creating content & community engagement

United States Senate, Elizabeth Dole Capitol Intern •Supported legislative research, constituent services, policy communications & legislative processes.

L.A. Natural History Museum

Diorama Multimedia Artist 11/23-Current

- Partnered with The Getty & Epson to design a cutting edge diorama audio visual experience to raise awareness for endangered California species
- Produced video using ComfyUI, After Effects, Unreal pipeline for VFX & generative storytelling for projection mapping & lighting
- Led over 1000+ hours of design, 3D printing of LED programmed sculptures, & engineering of multi-projection mapped environment

Netflix

Creative Marketing 1/21-7/22

- Collaborated with cross-functional teams on over a dozen end-to-end marketing campaigns for global feature films; managing key art, trailers, social assets, OOH, & activations from ideation to release while maintaining budgets
- Refined content in real time, leveraging performance metrics to enhance audience stickiness, engagement, and trend responsiveness across trailers, key art, & social
- Liaised with talent, legal, & external partners, ensuring compliance, brand consistency, & high-profile stakeholder satisfaction

Slate

Producer, Editor, Writer 3/13-10/15

- Researched, scripted, & edited evergreen content, trending pieces, and supercuts with fast turnarounds, contributing to increased audience engagement & viral reach across multiple site verticals
- Pitched & developed video concepts, collaborating with writers & editorial teams to create compelling content aligned with Slate's audience & brand strategy.

BuzzFeed

Video Editor

- Collaborated with directors & producers on viral concepts to fulfill branded content deliverables gaining 20 million+ views per video [Twitter, Sensodyne]

Intellectual Property Corporation

Assistant Editor

- Designed batch title GFX & sweetened audio on long form digital content: 3 seasons of award winning cooking app [Project Foodie]

Wired

Writer

- Researched & wrote articles on DIY filmmaking: How-to green screen, video editing [Intel]