

JOEL FERNANDO

Systems Designer | Creative Director | Experimental Media

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SYSTEMS, PRODUCTS & ORIGINAL IP

Founder, Inventor & Creative Director

YUMI Lens

2024 - Present Los Angeles, CA

Founded and engineered an experimental camera lens with upcycled manufacturing.

- Led product design and hardware prototyping, producing 6+ functional lens iterations and 3 modular system builds validated through hands-on testing.
- Built brand identity and DTC strategy, driving a 120% increase in early audience engagement and community growth.

Founder & Creative Systems Designer

tabs (Private Testing)

2025 - Present Los Angeles, CA

Founded an AI-driven workflow platform that visualizes time, cost, and progress for creators and small businesses.

- Designed product architecture and UX systems refined through private user testing, improving clarity, usability, and workflow adoption.
- Reduced workflow friction by converting abstract labor into trackable, visual systems across 6+ core workflow metrics, improving decision clarity and operational data.

Creative Director & Lead Systems Designer

d3d Studio

2022 - Present Los Angeles, CA

Directing development of a narrative-driven psychological game in Unreal Engine, HIDEO

- Designed AI behavior systems using 8+ interconnected states and conditional triggers to drive dynamic, non-scripted narrative outcomes.
- Leading core systems prototyping with a small team, building a modular architecture supporting 12 scalable gameplay and AI systems.

Author & Creative Director

Creator's Black Book Series

2025 Los Angeles, CA

Writing a research-driven series revealing how digital systems hijack attention, turning psychological control into design frameworks.

- Reverse-engineering 10+ core psychological manipulation systems used in games, social platforms, and AI tools, converting them into structured, actionable design frameworks for creators and developers.

Co-Founder & Creative Director

The Other Side | Organic Cannabis Brand

2014 - 2016 Colorado Springs, CO

Co-founded an organic, soil-based cannabis brand from cultivation to product identity.

- Built automated systems for irrigation and nutrient feeding, increasing consistency, reducing labor overhead, and minimizing human error in grow operations.
- Designed financial and operational tracking systems while establishing employee workflows and task structures to manage costs, yields, and daily production efficiency.

Creative Director, Art Installation & Interactive Systems

L.A. Natural History Museum x Getty x Epson

11/2023 Los Angeles, CA

Directed the creative and technical development of a large-scale, multi-projection art installation that increased visitor engagement by 40%.

- Designed and engineered a full-scale experiential system combining narrative flow, lighting logic, projection mapping, and spatial interaction, delivered through a hybrid pipeline using Unreal Engine, After Effects, ComfyUI, and custom hardware.
- Managed cross-institution collaboration between NHM, Getty, and Epson, aligning vision, technical execution, and museum exhibition standards into a unified system.

SUMMARY

Multidisciplinary systems designer and creative director working across games, hardware, film, and AI-driven tools. Building immersive, narrative-driven experiences that combine psychology, storytelling, and real-world engineering. From directing and producing high-impact visual media to developing experimental camera technology with YUMI Lens and designing interactive systems, the work bridges creative vision and technical execution to create experiences that feel intelligent, physical, and alive.

EDUCATION

M.A. in Arts, Entertainment, & Media Management

Columbia College Chicago

2011

B.A. in Communication Studies

B.A. in Film Studies

University of North Carolina at Wilmington

2005

SKILLS

Systems Design

Interactive Media Development

Experimental Hardware Prototyping

AI-Driven Content Pipelines

Game Systems Design

Technical Creative Direction

Social Strategy

SOFTWARE

After Effects

After Effects

Premiere

Photoshop

InDesign

Unreal Engine

ComfyUI

Python

Project Management Platforms

MS/G Suite

CREATIVE STRATEGY & ENTERPRISE CAMPAIGNS

Creative Marketing Global Films Coordinator

Netflix

📅 01/2021 - 07/2022 📍 Los Angeles, United States

- Managed creative production across 12+ global film campaigns, overseeing trailers, key art, social assets, OOH, and activations from concept to release.
- Coordinated cross-functional teams including creative, legal, talent, and external vendors, ensuring on-time delivery and brand consistency at scale.
- Optimized campaign performance by analyzing real-time engagement data and adjusting creative assets to increase audience retention and click-through rates.
- Supported multi-million-dollar marketing initiatives, maintaining schedules, budgets, and asset pipelines under tight global release deadlines.
- Helped refine Netflix's visual and social storytelling standards across multiple international launches.

Community Manager, Social Strategist

Trailer Park Group

📅 2022 - 2023 📍 Los Angeles, CA

- Led real-time audience engagement for global entertainment campaigns, shaping brand voice and interaction strategy across major social platforms.
- Analyzed performance metrics and audience behavior to optimize content tone, timing, and response strategies, increasing engagement and retention.
- Acted as the bridge between creative teams and live audience feedback, translating community sentiment into actionable campaign adjustments.
- Supported large-scale launches by managing high-volume interactions while maintaining consistency, accuracy, and brand alignment.

CREATIVE PRODUCER, EDITOR

BuzzFeed, Slate, Super Deluxe, Viacom, World of Wonder, Intellectual Property Corp, Parsel, Zooshine Agency, Freaker, DEFCON, FUJITSU, Scratch

📅 2016 - 2019 📍 Los Angeles, CA

Branded Content with: NYC Pride, AT&T, Gilead, Starbucks, Avenue Q, Ciaté, Forever 21, Sephora, Twitter, Sensodyne.

- Led multiple high-impact branded, editorial, and viral video projects end-to-end, managing scope, schedules, and delivery under tight deadlines.
- Delivered campaigns and editorial pieces reaching 5M–20M+ views across major platforms.
- Built fast, repeatable post-production pipelines in After Effects and Premiere for motion graphics, compositing, and VFX.
- Developed reusable visual systems that increased production efficiency and brand consistency.

EDITORIAL MEDIA & CULTURAL WRITING

Writer

Wired Magazine, Intel, Focus on the Coast, Currents

Published 100+ articles across magazines, newspapers and digital publications, covering culture, technology, and media.

MUSIC VIDEOS & EXPERIMENTAL VISUAL DIRECTION

Future Islands, Atlas Sound, Sensual Harassment, L7, Girl Talk, Michael Menert, Fan Tan, Bossa Nova Civic Club, Eddie Kramer

Directed and produced psychedelic, hybrid analog/digital music videos using DSLR, VHS, green screen, compositing, and practical VFX pipelines.

Combined analog signal distortion, physical effects, and After Effects workflows to create surreal, perception-driven visual narratives.

EXPERIMENTAL ART & SYSTEMS INSTALLATIONS

Developed experimental art projects that merge physical computing, projection systems, and narrative environments to explore perception, behavior, and space.

No Boundaries Artist Colony Resident Artist

📅 2014

No Boundaries International live-in Artist Residency Group Show; Projection mapping installation

Experiential Event Producer

📅 2013

Cucalorus Film Festival

- Conceptualized multiple branded interactive popup environments.
- Produced multiple branded interactive popup environments.
- Directed multiple branded interactive popup environments for over 1,000 attendees.

INTERNSHIPS

The Onion, National Public Radio, U.S. Senate

Social media, audio production, & legislative communications