JOSEPH FAGAN

CREATIVE STRATEGY & DIRECTION
AI SYSTEMS & AUTOMATION
3D & MOTION LEADERSHIP

I solve client problems with creative strategy, storytelling and technology. I've led premium 3D and motion work for Mercedes-Benz, Rivian and Audi, and produced and directed live-stream events for Meta, partnering with designers, engineers and clients to turn complex ideas into work people understand. Most recently, as co-founder and CTO of an AI startup, I turned a business problem into a working AI service, built by directing AI coding agents and launched with a pilot client.

Location:
San Jose, California (remote)

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EXPERTISE

- Creative strategy & storytelling
- Creative & art direction
- Client & executive advisory
- AI systems & automation
- Team training & tool adoption
- Production pipelines & look development

EDUCATION

Vancouver Film School
3D Animation and Visual Effects Program

EXPERIENCE

CO-FOUNDER & CTO DEC. 2025 – PRESENT

PRYSMATA · SAN JOSE, CA

Benefits advisors miss good prospects because no one has time to watch every company for signs it needs help. As co-founder and CTO, I defined a service that finds those companies, the right decision maker and the reason to reach out now, and built it by directing AI coding agents instead of hiring an engineering team.

- **Key decision:** Kept people in control. The client approves, edits or rewrites every email before it sends, and spending is capped per client.
- **Outcome:** Launched with a pilot client; the first approved emails went out on Nov. 5, 2026.
- **AI Relay:** Built a relay so two separate AI desktop apps (Claude and ChatGPT) could work on the build as a team.

SENIOR 3D DESIGNER (CONTRACT) MAY 2023 – FEB. 2025

AUDI AUTOMATED DRIVING DEVELOPMENT · SAN JOSE, CA

Art direction and look development on still and animated assets for autonomous driving prototype vehicles used in user testing. Partnered with research and software teams to bring designs into the vehicles.

LEAD 3D MOTION DESIGNER AUG. 2021 – FEB. 2023

RIVIAN AUTOMOTIVE · PALO ALTO, CA

- **Color & lighting:** Partnered with developers and vendors to raise the HDR lighting and color accuracy of the 3D vehicle to brand spec.
- **Art direction:** Built and rendered explorations of new art styles in Cinema 4D that steered the project's creative direction.

PRODUCER / DIRECTOR (SUBCONTRACT) MAR. 2020 – AUG. 2021

FACEBOOK · REMOTE

Produced and directed small live-stream events where Facebook executives talked with business owners.

CINEMA 4D PIPELINE CONSULTANT NOV. 2019 – FEB. 2020

MBH ARCHITECTS · MARCOM STUDIO · ALAMEDA, CA

Advised the studio on its 3D process: audited the pipeline, found the efficiency gaps, recommended hardware and software, and trained the team in new techniques.

PRINCIPAL 3D MOTION DESIGNER APR. 2014 – MAY 2019

MERCEDES-BENZ R&D NORTH AMERICA · ADVANCED STUDIO · SUNNYVALE, CA

Led projects with designers and software engineers to create advanced automotive experiences for future vehicles.

- **MBUX 3D vehicle:** Established the look-development pipeline for the 3D virtual car in MBUX with internal and external engineering teams, and kept Mercedes lighting and materials true to brand across every vehicle.
- **EQ Silver Arrow (2018):** With the exterior design team, engineered a daylight-visible rear-projection display, and designed and animated its 3D and 2D graphics for the show car.

EARLIER CAREER

PICTURELAB · ADVERTISING · FEATURE-FILM VFX · GAMES

Senior motion graphics artist and director at Picturelab, working directly with clients and producers to concept, script and direct live-action and animated stories for Silicon Valley tech companies. Earlier: advertising, visual effects for feature films, and game development.