

Pratt Majmudar

Creative Technologist | Producer | Director

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PROFESSIONAL SUMMARY

Creative technologist, producer, and director with 9 years across film, live events, VR360, and AI products. Produced launches and conferences for Stability AI (2,000+ attendees), Weights & Biases (5,000 attendees), and Salesforce, managing \$1M+ production budgets. Production manager on the SXSW 2021 feature Women Is Losers. Founder of Surface Tension, building products and volumetric-capture R&D.

SKILLS

Experiential production · Creative direction · Live event production · Spatial computing · Volumetric video · VR/AR · AI workflow design · Budget and vendor management · Film directing and post-production

Tools: Next.js · Cursor · Claude · GitHub · Vercel · Premiere Pro · After Effects · Lightroom · Slack · Jira · Cloudinary · Kling · Seedance · Midjourney

EXPERIENCE

Founder & Creative Director | Surface Tension

2025 – Present

San Francisco, CA

- Founded an experiential brand spanning live events, digital products, and spatial-computing R&D.
- Produced Digital Drip, a sold-out immersive event in San Francisco in July 2025; 8,000+ impressions tracked via Eventbrite.
- Directing TENET, a boxing intelligence platform, the brand's first product launch, alongside an unreleased AI product.
- Leading The Crypt, a volumetric-capture initiative using four depth sensors at 60 FPS with sub-100 ms latency for browser-based free-perspective video.

Creative Technologist & Producer | Freelance

2020 – 2025

San Francisco, CA · Weights & Biases · Stability AI · Salesforce · Amazon · Boubyan Bank · Microsoft

- Produced Weights & Biases Fully Connected, a 5,000-attendee MLOps conference delivered on a 3-week timeline; directed spatial layout, crowd flow, ticketing, and content capture.
- Produced Stability AI's global Stable Diffusion brand launch for 2,000+ attendees on a 5-day timeline; coordinated AV, LED content, contracts, and on-site vendors.
- Produced the Salesforce Grant Celebration at Dreamforce, coordinating 130 volunteers across a 3-week timeline for an event announcing \$18.2M in grants.
- Directed 3D generative architectural visualization for Boubyan Bank's Kuwait HQ.
- Managed \$1M+ production budgets across enterprise and technology clients.

Content Producer & Production Manager, Branded & Immersive | Freelance

2018 – 2020

San Francisco, CA · Levi's · Lyft · Wish.com · PwC · Microsoft · HBO Max

- Production Manager and Transportation Coordinator on Women Is Losers, which premiered at SXSW 2021 and streams on HBO Max.
- Produced and edited 360° VR for Levi's Innovation Labs and Microsoft using an 8-camera rig with genlock precision; featured in Inc., Fast Company, and YouTube 360.
- Produced immersive VR360 content for PwC's Liff Off Accelerators Conference from capture through post-production.

AI Interpreter | OpenAI

Mar 2020 – Jun 2020

Contract, Remote

- Contributed to early model training through natural-language evaluation and dataset refinement.

Location Manager & Content Development | Exit Reality VR

Dec 2017 – Dec 2019

San Francisco, CA

- Managed operations and the content pipeline for a permanent VR venue; developed AR, VR, and MR partnerships for live demos and public activations.

AWARDS & RECOGNITION

Alone · Shorts.tv, 3-year TV licensing deal · New Media Film Festival, 2020–2023

Women Is Losers · SXSW 2021 World Premiere · Streaming on HBO Max · Production Manager & Transportation Coordinator

Kidnap VR 360 · Barcelona VR Expo · Oculus Platform, 2018

Synchronicity · Nominee, Best Documentary Short · Next Up Festival

EDUCATION

BFA, Motion Pictures & Television

Academy of Art University, San Francisco

Producing & Directing · 2012–2016

CERTIFICATIONS

Foundations of AI · IBM

Generative AI for Everyone · IBM · In progress