

Pratt Majmudar

CREATIVE TECHNOLOGIST & PRODUCER DIRECTOR

CORE Experiential Production Creative Direction Live Event Production Brand Activation AI Workflow Design Spatial Computing Volumetric Video 360° VR/AR Budget Management Cross-functional Leadership Content Production Film Directing Post-Production Vendor Coordination Production Management

PROFILE

Creative Technologist and Producer with 9 years directing large-scale experiences across AI brand launches, developer conferences, immersive content, and spatial computing research. Produced for Stability AI, Weights & Biases, Salesforce, Levi's, PwC, Amazon, Microsoft, and Boubyan Bank. Manages productions at \$1M+ budget scale. BA in Motion Picture and Television, Directing. Currently leading research in volumetric capture R&D and two digital product launches under Surface Tension.

EXPERIENCE

Founder & Creative Director

2025 –

Surface Tension San Francisco, CA

- Founded multidimensional experiential brand spanning live events, digital products, and spatial computing R&D
- Produced Digital Drip, sold-out immersive event in San Francisco, July 2025. 8,000+ impressions across social and press
- Directing SOEN (AI productivity OS) and TENET (boxing intelligence platform) as first product launches under the brand
- Leading The Crypt, a private volumetric capture initiative using four depth sensors at 60FPS with sub-100ms latency, free-perspective, based on web and mobile
- Designed and built pratt.work and surfacetension.co end to end using Next.js, Cursor, and Vercel

Creative Technologist & Producer

2020 –

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

- Produced Weights & Biases Fully Connected, the first MLOps conference at scale. 5,000 attendees, 3-week timeline. Directed spatial computing, crowd flow, ticketing, and content capture. Footage became ongoing YouTube marketing for the Weave product launch
- Produced Stability AI global brand launch for Stable Diffusion. 2,000+ attendees, 5-day timeline, \$101M seed round announced in the fall. Managed AV, LED content, contracts, and multi-vendor on-site coordination. Stable Diffusion reached 10 million users in 60 days
- Produced Salesforce Grant Celebration at Dreamforce. \$18.2M in grants announced, 130 volunteers coordinated across a 3-week timeline. Collaborated on signage, physical layout, and visual messaging
- Directed 3D generative architectural visualization for Boubyan Bank Kuwait HQ, including elevation-mapped spatial renderings for executive presentations and client presentations
- Managed \$1M+ production budgets across enterprise and technology clients

Content Producer & Production Manager

2018 –

Freelance San Francisco, CA Levi's · PwC · Minted · Women Is Losers · 20+ clients

- Production Manager on Women Is Losers feature film. Full budget, scheduling, and on-set operations. SXSW 2021 premiere, 3-year licensing deal with Shorts.tv
- Produced and edited 360° VR for Levi's Innovation Labs in collaboration with Microsoft. 8-camera robotic rig, genlock precision, full post-production delivery. Featured in Inc Magazine, Fast Company, and on the YouTube 360 platform
- Produced immersive VR 360 content for PwC Liffort Accelerators Conference from capture through post-production
- On-set photo production for Minted including call sheets, scheduling, talent coordination, and day-of production management

AI Interpreter

Mar 2020 –

OpenAI Contract, Remote

- Contributed to early model training through natural language evaluation and dataset refinement. One of the earlier human-in-the-loop roles before RLHF became standard practice at the company

Location Manager & Content Development

Dec 2017 –

Exit Reality VR San Francisco, CA

- Managed operations and content pipeline for Exit Reality's permanent VR venue in San Francisco. Developed AR, VR, and MR partnerships, live demos and public activations