

Jordany Iturbide

Creative Technologist

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SUMMARY

Award-winning Creative Technologist who has worked across the industry as a motion designer, 3D artist, designer, and AR developer, pairing a research-driven approach with hands-on craft. Works the full arc of a project, from concept and art direction through build and delivery, for global campaigns and experiential installations. Brings AI in as another tool: production systems that version, resize, and localize creative at scale, LLM agents and MCP integrations that put them in the hands of non-technical teams, and generated output held to the same standard as everything else.

EXPERIENCE

Creative Technologist, Subtropic Studios

2025 – Present

- Led the Uber x Netflix Squid Game 2 WebAR experience to 117K+ players and a 3.24% click-through rate, earning a Telly Award (3rd Place, Craft / Use of AR).
- Build custom AI tools across the creative production pipeline, used daily by the Design, Motion, Video, and 3D teams for concepting, asset generation, and multi-format versioning; cut studio software costs about 30% a month.
- Prototype emerging-technology concepts that win pitches, direct technical strategy across teams and vendors, and turn new tooling into repeatable workflows teams actually adopt.

Senior AR Designer, Innovation, Subtropic Studios

2022 – 2024

- Engineered high-impact social AR campaigns across Snap, Meta, TikTok, and WebAR; trained and deployed custom object-detection models (Roboflow, SnapML) for real-time branded interactivity.
- Shipped 500+ lenses for global campaigns (Spotify x Taylor Swift, Disney x Bath & Body Works, Snap Arcadia, the Shorty-recognized Snapchat x Heinz Tomato Dash); pioneered spatial-computing prototypes for Apple Vision Pro ahead of launch.

Junior AR Designer, Subtropic Studios

2021 – 2022

- Architected the studio's foundational AR codebase and reusable template library; helped grow the company from an early-stage startup of six into an internationally recognized AR studio of 30+.

Motion Designer, Apple Services Marketing, Apple

2021

- Produced motion graphics and 3D assets for global Apple Services campaigns (Music, TV, Arcade, App Store), adapting creative across formats, resolutions, and placements to Apple brand standards.

Creative Technologist, Freelance

2018 – Present

- Independent practice keeping design, engineering, and fabrication under one roof: 500M+ views on GIPHY, 50M+ across AR and social filters, 500+ NFC objects shipped.
- Designed and built an automated 3D package pipeline: 2D label art to Blender product scenes to 500+ localized variants across 30 markets and three aspect ratios, with hero-safe reframing, QA on every asset, DAM-ready manifests and approvals, a node-graph interface, and an MCP bridge for artists.
- Delivered an AI-generated CCTV footage library for Ambient.ai: 42 clips and 47 scenes across 10 industries in six weeks, from batch stills to video generation to an After Effects finish, at a fraction of a live shoot's cost.
- Design and ship custom AI production systems for clients as a creative partner with Runway and Luma AI, covering ideation, on-brand asset generation, and campaign variant scaling across formats and languages.
- Build experiential systems end to end, from AI photobooths and live object-detection experiences to custom robotics and NFC objects; directed a neighborhood-wide NFC and AR scavenger hunt across six local businesses, back a second year with seven.
- Built a real-time civic data platform on live transit, weather, and city feeds, scanned 2,600+ times across 230+ cities; lecture at Queens College and serve on academic advisory panels.

SKILLS

Motion & 3D: After Effects, Cinema 4D, Blender (Cycles, Geometry Nodes, Python), programmatic motion, ffmpeg, delivery formats and codecs, multi-format and multi-market versioning

AI & Creative Production: Custom AI pipeline design, LLM agents and MCP integrations (Claude Code, Codex), generative model and API orchestration (Gemini, Runway, Kling, Luma, FAL), automated versioning and localization, DAM-ready delivery, computer vision

Immersive & Spatial: AR/VR, WebAR, 8th Wall, Lens Studio, Apple Vision Pro, WebXR, Three.js, Gaussian splats

Design & Fabrication: Art direction, photography and video, Figma, Adobe Creative Cloud, 3D modeling and printing, robotics

Engineering & Leadership: JavaScript/TypeScript, Python, Node, Next.js, creative direction, cross-functional collaboration, client-facing pitching, mentorship

EDUCATION

Queens College, CUNY · BFA, Design. Coursework began in Biology before transitioning to Design.