

JOSELITO SERING

Creative Technologist & Quant Systems Engineer • Technical Director (AV/Broadcast) • Instructional Design Leader

- San Francisco Bay Area • Open to SF/Remote/Global
- Portfolio Dashboard

SUMMARY

I design systems where signal meets story—shipping production-grade media and data products. Generative AI + XR (Suno, Midjourney) for storytelling and performance/rehab/exploration concepts. Self-taught intraday trading quant building fintech automation with ChatGPT, GitHub, VS Code, n8n, ThinkOrSwim, NinjaTrader, TradingView, Tradovate, Coinbase, and Schwab. 20+ years across AV/broadcast, and content systems for top tech brands.

CORE COMPETENCIES

- Agentic AI
- Generative AI
- Prompt Engineering
- XR/AR Concepting
- AV Systems
- Live Broadcast
- LED/Projection
- Instructional Design
- Distance Learning
- Content Systems
- Workflow Automation
- Scripting (Python/JS)
- Quant Research
- Trading Automation
- Risk Management
- Data Management
- Project Management
- Program Management
- Agile

EXPERIENCE

Technical Director / Lead AV Engineer — IATSE Local 16

Feb 2022 – Present | San Francisco, CA

- Show calling, live camera/LED/Projection ops for enterprise and entertainment stages (e.g., Dreamforce keynotes, Moscone Center multi-client builds).
- Graphics playback and live stream capture (Milumin, Resolume, OBS, Pearl Mini).
- Built run-of-show docs and rapid-response troubleshooting playbooks for hybrid events.

Writer-Producer-Director-Engineer (Generative Media & XR) — NEXA

Nov 2020 – Present | San Francisco, CA

- Designed Suno + Midjourney pipelines for cohesive audio/visual releases; shipped film/music projects and pilots.
- XR playbooks for sports telemetry, medical rehab feedback, and field-ops exploration HUDs.
- End-to-end post and web builds; publishing to Spotify/YouTube and site properties.

Learning Design Consultant — LinkedIn

Feb 2020 – Oct 2020 | Sunnyvale, CA

- Built remote L&D modules, gamified learning flows, and content operations playbooks.
- Partnered with SMEs to define success metrics and content QA gates.

Senior Instructional Designer — Meta (Facebook)

Oct 2018 – Apr 2019 | Menlo Park, CA

- Publisher Education (Blueprint) e-learning; standardized intake → production to 4× throughput.
- Authored workflow optimization white paper used for cross-team alignment.

Lead Instructional Designer → Instructional Designer — LinkedIn

2015 – 2017 | San Francisco, CA

- Scaled Sales Solutions enablement across 9 languages; delivered VILT/video/microsites.

TECH STACK

Suno

Midjourney

ChatGPT

GitHub

VS Code

n8n

ThinkOrSwim

NinjaTrader

TradingView

Tradovate

Coinbase

Schwab

OBS

Resolume

Milumin

Live AV

Web Development

Python

PROJECTS

Fintech Quant Stack (2023–Present)

- Automated research, signal generation, and journaling via n8n + ChatGPT; strategy notes → code transforms.
- Execution/analysis across ThinkOrSwim, NinjaTrader, TradingView, Tradovate; accounts on Schwab/Coinbase.
- Building production-grade modules for backtesting, risk overlays, and reporting dashboards.

Generative Media Engine (2024–Present)

- Prompt libraries; Suno (audio) + Midjourney

- Solved localization and versioning with reusable content models and templated assets.

Multimedia Producer (contract) — The Creative Group (Sephora University; Storefront Political Media)

2010 – 2015 | San Francisco Bay Area

- Post-production lead: audio engineering, motion graphics, edit pipelines, delivery QA.
- Supported broadcast/online political and retail education content.

Writer-Producer; Instructor/Director; Producer/Interactive — Current TV; Ex'pression College; Korn Ferry (Ninth House); EPC; Extreme Reach; SFUSD

1996 – 2009 | San Francisco Bay Area

- Broadcast promos, music/culture reporting; classroom and student support.
- UI/UX & Sound Design instruction; Media Theory Course Director; early web/interactive and ad-traffic roles.

(visual) pipeline for singles/EPs/film cues.

- Publishing workflow for Spotify/YouTube with consistent brand visuals and metadata.

EDUCATION

B.A., Special Major: Philosophy of Science & Religion — San Francisco State University

CERTIFICATIONS

- Coaching for Results
- Practicing Fairness as a Manager
- LinkedIn Sales Navigator: Learn the Basics
- Storytelling for Business Video
- Agile Instructional Design

ATS KEYWORD INDEX

Generative AI, Suno, Midjourney, LLM, Prompt Engineering, XR, AR, AV Systems, LED, Projection, Milumin, Resolume, OBS, Instructional Design, eLearning, Localization, Content Systems, Workflow Automation, GitHub, VS Code, n8n, Python, JavaScript, HTML, CSS, Quant Research, Intraday Trading, Strategy Backtesting, Risk Management, ThinkOrSwim, NinjaTrader, TradingView, Tradovate, Coinbase, Schwab, Agile, SDLC, Project Management, Data Storytelling, Live Broadcast, Hybrid Events