

STEPHEN FAY.

Experience designer · art director · fabricator

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Experience designer, art director and fabricator with more than 20 years of experience designing for film, television, commercial, and experiential design.

My superpower is learning new software: I adapt to new tools and technology fast. And I can fix anything, digital or mechanical. I'm just really good at figuring out how things work.

EXPERIENCE

Experience Designer — Jack Porter

2023–2025

Responsible for designing innovative environmental graphics, wayfinding systems, and branded experiences for the built environment, integrating design, storytelling, and technology to communicate a brand's vision and create immersive user experiences in sports facilities.

- Owned the redesign of Oklahoma's \$7M golf clubhouse and performance center from schematic design through install — opened fall 2025.
- Led Nebraska Volleyball's full player suite — locker room, lounges, film room, tunnels — through schematic design, solo.
- Concept design for the gear display and hype tunnel inside Kansas Football's \$450M stadium renovation — opened summer 2025.

Owner & Operator — Baxter House Design & Fabrication

2019–2023

Baxter House is a design and build firm with a focus on brand activations, plus the design and build of props and sets for television, film and commercial productions. As owner and operator, I have managed all aspects of the business from developing concepts with clients, to swinging a hammer, and everything in-between.

- Designed and built a traveling street activation for Hawaiian Airlines — a twelve-foot multimedia arch with mechanized windows — and installed it with a crew of twelve in a one-hour sidewalk window.
- Held the shop end to end: lease, equipment, payroll, and vendor relationships across four years of builds.

Senior Art Director — Rooster Teeth

2014–2019

Full-time in-house art director managing all creative and logistical components of live-action Rooster Teeth productions including:

- Design, construction and installation for broadcast and web productions — sets frequently designed, built, and installed solo, concept through camera-ready.
- Production design for feature films and television series — leading art department crews across the US, Canada and the UK.
- Experiential design and installation management for RTX, Rooster Teeth's annual Comic-Con-style convention in Austin, TX — recurring buildouts across the convention floor.
- Design for playful & stylish office environments in satellite offices.

Film, Commercial & Experiential Design — Art Directors Guild

2004–2015

Commercial art direction for brands including JCPenney, Progressive, Tide, Target and Toyota under agencies GSD&M and others; experiential design and builds for Nike, Napster and Ketel One; music video art direction for Paramore, Barenaked Ladies and plenty of other bands.

	Restoration Luthier — Contract 2002–2008 Specialized restoration of parlor guitars and mandolins from the late 19th and early 20th century.	
	AI-INTEGRATED DESIGN PRACTICE Integrates AI into the tools where design work already happens: Illustrator, Photoshop, Rhino. Design decisions stay human. AI is staffed the way a studio staffs production support, taking on the setup, repetitive passes, and pipeline work around the design. ■ Runs an agent-connected Illustrator workspace in which AI executes production work in live documents (artboard setup, geometry, typography, preflight checks, export) under art direction, automating the mechanical passes while design judgment stays human. ■ Builds repeatable generation pipelines: custom-trained models for consistent subjects and styles (Kohya, Dreambooth), reproducible ComfyUI environments rebuilt from a single command, and a design-token pipeline feeding a deployed site. ■ Designs and operates agentic AI workflows: multi-agent orchestration with model-tier routing, session-continuity and handoff systems, instruction/context architecture, and token-cost auditing. Directs AI-assisted development end-to-end, using designed verification processes in place of code review; tooling published as documented open source on GitHub.	
	SKILLS 3D & visualization: Rhino, SketchUp, Blender, AutoCAD, V-Ray, Twinmotion, Enscape Design: graphic design, motion graphics, designing for 3D and fabrication, Adobe Creative Suite Generative AI: ComfyUI, SwarmUI, custom model training (Kohya, Dreambooth), agentic development (Claude Code) Fabrication: CNC routers, cutters, and laser engravers, including operation, maintenance, and repair; large format printers; material selection Operations: project management, budget creation and management, Microsoft Office, Google Workspace	
	APPENDIX — TOOLKIT 3D & visualization: Rhino, SketchUp, Blender, AutoCAD, V-Ray, Twinmotion, Enscape, Meshmixer, RizomUV Design: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Substance 3D Designer, Substance 3D Painter, Substance 3D Sampler, Procreate Generative AI: ComfyUI, SwarmUI, Automatic1111, Dreambooth, Kohya, Ollama, Jupyter, RunPod, Vast.ai, GitHub, Hugging Face AI model architectures: Stability AI, Black Forest Labs, Qwen, OpenAI, Claude Code, Seedance, LTX, MiniMax, Krea, Gemini Operations: Acrobat, Excel, PowerPoint, Word, Keynote, VS Code, Miro	
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