

ZJOEL JUAREZ SANCHEZ
World Builder / Producing Director
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CREATIVE PROFILE

Narrative director specializing in emotionally charged, visually stylized stories that explore identity, memory, and resilience. My work blends bold cinematic tone with intimate character arcs—often set in speculative or culturally rooted worlds. Whether guiding actors through raw performances or crafting immersive visual languages, I focus on elevating story through mood, meaning, and movement. Bilingual and cross-genre fluent, I bring a humanistic lens to everything from sci-fi thrillers to branded docu-realism, shaping experiences that linger long after the final frame.

2x DGA Award Winner | Visionary Filmmaker | Fluent in English & Spanish | Dual U.S./Mex Citizenship

CINEMATIC NARRATIVE EXPERIENCE

GENERATION LAST – PRODUCER / DIRECTOR / CO WRITER

Sacred Art Thieves, Del Tropic Films Theatrical Feature Film Debut | Sci-Fi Climate Thriller | IMCINE Circuit
Directed large-scale ensemble cast and high-concept narrative, emphasizing emotional realism in speculative environments
Managed all phases of production from script to festival release
Praised for original tone and visual worldbuilding

THE SALVI CHRONICLES – DIRECTOR / DP

Webisode Comedy | Culture Clash & Center Theater Group
Brought authentic Central American perspectives to life through stylized performance and camera work

DADDY BALL –DIRECTOR / CO PRODUCER

Comedy Pilot | Avila Entertainment
Created proof-of-concept blending humor with humanistic storytelling
Directed comedic performances and narrative pacing for pitch presentations

SIN CONDENA (TV AZTECA AMERICA) – SHOWRUNNER / DIRECTOR

One Hour Crime Drama | Episodic Television TV Azteca America
Directed Pilot and Episode 5, establishing the series' visual language and emotional tone
Oversaw episodic storytelling across departments, including camera, actors, and editorial

PELEA DE GALLOS (THE COCK FIGHT) – WRITER / DIRECTOR

Short Film | Showtime Networks | DGA Award Winner
Dark comedy exploring machismo and masculinity
Premiered on national television; praised for bold tone and originality

SIN AZUL (WITHOUT BLUE) – WRITER / DIRECTOR

Short Drama | PBS | DGA & UCLA Spotlight Award Winner
Visual tone poem on grief and cultural dislocation

SLAVES – DIRECTOR / CO PRODUCER

Sizzle Reel | Synergy FilmWorks
Directed a high-stakes dramatic sizzle exploring child trafficking and international rescue
Collaborated with former military consultants to enhance authenticity and action realism
Led tone, pacing, and visual storytelling for investor pitch and development packaging

BRANDED STORYTELLING

Narrative-Driven Commercial & Documentary Work

TOYOTA PRIUS 2025 CAMPAIGN “Exploring Together” | “The Journey” | “The Emotion” – Director/DP
Sacred Art Thieves spec commercial - Developed and directed a trio of cinematic commercials.

- “Exploring Together”: This story captures the excitement through a child’s voice during a road trip
- “The Journey”: A quiet meditation on time, movement, and the poetic thrill of motion
- “The Emotion”: Designed around the beauty of our surroundings, reflecting a seamless dance between technology and nature

SELENA AR Concert Film Artist Reborn – Producer/Director
Flicker Filmworks, Solaris Entertainment, Nexxt Stage

Immersive documentary capturing the creation of a groundbreaking AI/AR concert honoring Selena

- Crafted a 3-act structure exploring technology, fan devotion, and exploration of digital legacy
- Directed cross-platform narrative combining vérité interviews, motion-capture choreography, and AR/AI innovation
- Led multi-city production across Los Angeles, Corpus Christi, and upcoming Las Vegas
- Built deep rapport with collaborators to humanize tech innovation through emotional storytelling

FORD RANGER RECONNECTATE | BUDLIGHT “Up for Whatever” | AUDI “Fathers & Sons – Director
Univision, Zubi Advertising | Mugdock Pictures

- Directed emotionally resonant campaigns rooted in character connection
- Blended cinematic storytelling with commercial clarity

CA REDUCING DISPARITIES PROJECT | SAFE PASSAGES | ALABAMA CONNECTIVITY - Director
Studio to be, Safe Passages

- Documentary series spotlighting mental health equity
- Collaborated with community leaders and researchers to humanize systemic challenges
- Developed community-based CARES Act campaign connecting students to broadband services

BITWISE INDUSTRIES | YOUTUBE COMMUNITY SERIES – Director/Writer
Studio to be, Youtube

- Created branded content and onboarding tools with personality and heart
- Managed all phases from interview prep to edit
- Developed concept and directed tone-driven pilot for digital community initiative

BLACK EARTH HUMIC – Director/Producer

- Shot on location in Indiana, Costa Rica, and Canada, the campaign blended scientific insight with cinematic visuals to convey compelling growth results in soybean, corn, and mixed grass hay.
- Global video series spotlighting the agricultural impact of humic acid products across diverse ecosystems.

EATING INSECTS | CHEF AVENTURERO | ANDIAMO: NAPA VALLEY – Director/Producer/DP
Showtime Networks, Orbitz

- Directed cross-cultural series blending travel, cuisine, and local tradition
- Created adventure-driven narratives rooted in food, identity, and immersive location work
- Aired on Aspire TV (*Andiamo*), Showtime (*Eating Insects*), and pitched to networks (*Chef Aventurero*)

DELONGHI HEATER RECALL | YOUR MUSIC COMPANY – Producer/Director

- Created 4-part PSA series exposing heater hazards for national consumer recall (Stoll Law)
- Launched global company campaign with zombie-themed spot for music distribution platform

NARRATIVE AI & IMMERSIVE STORYTELLING PROJECTS

Nagua HAL GPT – *AI Persona Designer / Prompt Engineer / Narrative Architect*

- Built a custom GPT co-pilot inspired by filmmakers like del Toro, Cuarón, Hitchcock, and Kubrick
- Analyzed and contextualized Oscar-winning screenplays to develop tone-matching, visual ideation, and structural insights
- Functions as a real-time creative collaborator for scripting, world-building, and production prep

Ghost in the Script GPT – *Creator / Dialogue Systems Designer / Prompt Engineer*

- Developed an AI persona that simulates in-character dialogue from user-submitted screenplays
- Emphasizes subtext, inner conflict, and authentic character motivation to help writers deepen narrative development
- Used to refine scene dynamics and emotional arcs through natural conversation

Jesus GPT – *AI Designer / Content Architect*

- Created a theologically grounded AI embodying Jesus Christ's tone, teachings, and compassion
- Merged scriptural texts with works by Lewis, Aquinas, Calvin, and others to create immersive, emotionally adaptive spiritual dialogue

La Doña María Félix GPT – *Creative Director / Experience Designer*

- Developed an persona-rich GPT that emulates María Félix's wit, elegance, and iconic screen presence using deep research and original source material
- We aim to integrate it with immersive platforms (VR/AR) for interactive recreations of her classic performances and historic fashion moments (e.g. Cartier collaboration)
- Designed conversational UX where users receive mentorship, storytelling, and style advice from "La Doña" herself

La Doña de Cartier – *Creator / Writer / Experience Designer*

Immersive short film and branded AR concept honoring the legacy of María Félix and the Cartier design house.

- Developed original narrative treatment and cinematic script merging luxury storytelling with speculative immersion
- Designed an interactive narrative structure across physical retail, holographic AR, and performance spaces
- Positioned for investor pitch and brand collaboration, combining historical research, bilingual scriptwriting, and immersive UX

LA DOÑA: THROUGH THE DIAMOND MIRROR – *Creator / Concept Developer*

- Conceived and developed an immersive XR experience honoring Mexican cinema icon María Félix through a narrative structure designed for wearable headsets (e.g., Meta Quest, Apple Vision Pro)
- Designed a user-centric experience allowing viewers to embody María Félix or observe her life through pre-production, on-set filmmaking, and off-set personal moments
- Directed tone, visual language, and storytelling architecture, integrating archival research, diary-style narration, and emotional realism
- Authored pitch deck with focus on narrative innovation, feminist legacy, and cross-cultural impact

HONORS & RECOGNITION

PELEA DE GALLOS – Award-Winning Short Film (Writer/Director)

Winner – San Diego Latino Film Festival
 Winner – DGA Award
 Winner – Los Angeles Latino Film Festival
 Showtime Networks Short Films Broadcast

SIN AZUL – Award-Winning Short Film (Writer/Director)

Winner – San Diego Latino Film Festival
 Winner – DGA Award
 Winner – Los Angeles Latino Film Festival
 PBS Short Films Broadcast

GENERATION LAST – Award-Winning Feature Film (Writer/Director)

Winner – Best Feature Under \$1M, Festival Internacional de Cine de Pasto (Colombia)
 Winner – Gold Kahuna Award, Honolulu Film Awards (USA)
 Winner – Audience Award, Independent Film Quarterly (USA)
 Official Selections: 1 of 6 features to represent Mexican Independent throughout the globe via
 International Film Festivals; Raindance (UK), Nocturna Madrid (Spain), Feratum (MX), Mórbido (MX),
 and 6+ others

UNDER THE STRAWBERRY SUN

Selected screenplay – Guadalajara Int'l Pitch Market
 Selected screenplay –LALIFF Screenplay Market

SUNDANCE KODAK EMERGING FILMMAKERS PROGRAM

DGA LATINO MENTORSHIP PROGRAM (2008-2012)

Shadowed Directors Felix Alcalá, Jesus Trevino, Rick Telles, Ed Ornelas

EDUCATION

UCLA School of Film & Television - MFA, Directing

OCCIDENTAL COLLEGE BA, Film

Minors in Art History & Philosophy

TOOLS & SKILLS

Directing actors (VO, on-set, and remote)
 Visual storytelling & camera language
 Cross-department collaboration (Narrative, Gameplay, Design, Art)
 Emotional tone creation
 Multilingual production (English & Spanish)
 Global production experience: US, Mexico, Europe, Asia
 VR360°, doc-style, branded content formats
 Leadership, team mentorship, and creative feedback