

CONTACT

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CREATIVE CAPABILITIES

- Creative direction & brand systems for consumer hardware
- Photo, video & 3D production direction
- Experiential, retail & trade-show design
- AI-assisted concepting & scaled asset pipelines
- Immersive content: VR, 360°, spatial
- Go-to-market & campaign creative
- Brief writing, on-set direction & vendor management
- Cross-functional leadership

Stephen Greenwood

Founder, Ballast VR · Creative Director · Immersive product & brand

Creative director and founder with 17 years making technically complex products feel desirable. Built **Ballast VR** from a sketch into the category-defining aquatic VR company: owned brand, industrial design language, in-headset content, and every touchpoint from trade-show floor to sales deck, across 65+ installations in 18 countries. Earlier, built and led creative teams at Vox Media, Reddit, and Discovery: scaled Vox's video studio from 4 to 65+ and founded Reddit's first content studio. Fluent in AI-assisted creative pipelines, from concept generation to scaled asset production.

EXPERIENCE

Co-Founder & CEO · Ballast VR

Jul 2017 – Present

- Set and protected the **creative vision** for a first-of-its-kind product line: brand identity, industrial design direction, guest-facing UX, and all VR content for VRSlide® and DIVR®, two patented attractions that delivered 2.3M+ paid guest experiences.
- Directed **product storytelling across every channel** (trade-show experiences, sales decks, product photography and video, and site launch campaigns) that closed 65+ enterprise deals and carried the brand into 18 countries, earning 100M+ social media views without paid media.
- Led and briefed a 20-person team of designers, engineers, contractors, and international distributors; ran creative production with in-house and external studios from concept through on-site install.
- Designed ruggedized hardware that had to be beautiful and survive 65+ installations in multi-year continuous operation (flagship running since 2018), and oversaw the guest and operator software: Triton, the device app that lets one attendant run a full attraction; Atlantis, the content backend; and operator analytics.

Director of Creative Development · Discovery Digital

Jul 2016 – Jul 2017

- Led VR and 360° creative development for Discovery VR and Seeker VR with an in-house team of producers; developed three new 360° series that debuted on Discovery's NewFronts slate.
- Launched Seeker VR to 100M+ views across YouTube and Facebook; the channel won the 2017 People's Voice Webby.
- Produced and directed "Everest VR: Seeker" with climbers Conrad Anker and Norbu Tenzing, adapting the experience with Sólfar Studios (Iceland); winner of the 2018 People's Voice Webby.
- Piloted creator-led series with Jon Boogz and Lil Buck, Tory Belleci (MythBusters), Athena Brensberger, and JP Schulze; presented Discovery's VR vision at Paramount's VR on the Lot to 300+ industry professionals.

AWARDS & RECOGNITION

- USA Today Top Waterpark Product, 2025 and 2026 (VRSlide)
- VR Bobble Award, 2019 (DIVR): location-based VR's industry honor for innovation
- Sundance Film Festival Official Selection, 2020 (immersive exhibition)
- Webby Awards, People's Voice winner, 2017 and 2018 (Seeker VR; "Everest VR: Seeker")
- VR Awards Finalist, 2021
- Best Booth, World Waterpark Association show, 2021 (joint with SubSea Systems)
- AFI DOCS Audience Award, "Beyond Recognition"
- Brooklyn Film Festival Spirit Award, "Tunnel Vision"
- Inventor on two US patents: US20190094540A1, US20220083128A1
- Published research with Stanford's Virtual Human Interaction Lab

PRESS

Ballast's work has been featured by The Verge, MIT Technology Review, BBC, The New Yorker, CNET, Discovery Channel, and Zeit Online.

SPEAKING

- Featured speaker, Laval Virtual 2025 (France)
- Speaker, Paramount's VR on the Lot, 2016

EDUCATION

University of California, Los Angeles

B.F.A. in Design | Media Arts, Film & Television

2004 – 2008

EXPERIENCE, CONTINUED

Associate Creative Director · Reddit, Inc.

Apr 2015 – Jun 2016

- Recruited by co-founder Alexis Ohanian to lead creative; built Upvoted, Reddit's first in-house content studio and editorial site, hiring 12+ producers, journalists, editors, and illustrators and setting its editorial and visual style.
- Reinvented the AMA as a video-plus-text format with guests including Arnold Schwarzenegger, Bill Murray, Key & Peele, Ron Howard, Neil deGrasse Tyson, Sir Ian McKellen, Aaron Paul, and Adam Savage; doubled Reddit's YouTube subscribers and drove 15M+ views.
- Created a new style of company-produced video spotlighting the best stories on Reddit, opening the door to sponsored originals; creative lead on "Formative" with Google Cloud Platform (featuring Casey Neistat and Steve Wozniak), then the largest single ad sponsorship in Reddit's history, and on Samsung and Paramount partnerships.
- Partnered with Reddit's design and brand teams on the launch videos and ads for the new Reddit iOS app, establishing a new motion style for the brand.

Independent creative consultant for Vox Media and national advertising agencies between roles, Nov 2014 – Apr 2015.

Associate Creative Director · Vox Media, Inc.

Sep 2011 – Nov 2014

- Founding member of Vox Media's video studio, which grew from 4 people to 65+ producers, editors, and directors during my tenure; helped hire most of the team and defined the style guides, production workflows, and editorial standards used across The Verge, SB Nation, Polygon, Eater, Racked, Curbed, and Vox.com.
- Led video for the launches of Polygon.com and Vox.com and the integration of Eater, Racked, and Curbed onto the platform, defining each brand's video style and training their teams on studio workflows.
- Creative lead and on-set director for Vox Creative's first company-produced ads and sponsored editorial campaigns, for Ford, Microsoft, Samsung, Comcast, and Intel; developed and produced two seasons of "Small Empires with Alexis Ohanian" and the sponsored series "Detours" for The Verge.
- Directed award-winning documentaries "Beyond Recognition" (AFI DOCS Audience Award) and "Tunnel Vision" (Brooklyn Film Festival Spirit Award); regular editorial and production contributor to the daily "90 Seconds on The Verge."
- Recruited prominent journalists from competing outlets, including Erin Lee Carr from Vice, to expand The Verge's editorial capabilities.

Also 2010 – 2013: Co-Founder & Designer, SignEasy (side venture); brand and launch campaigns drove 4M+ downloads.

Also in 2011: Producer, Online Video at Virgin America, shooting and editing the airline's online and social video.

Multimedia Producer · AOL / Gadling

Jun 2009 – Oct 2011

- Hong Kong-based correspondent for Gadling, then the internet's largest travel site; developed, produced, and co-hosted its first original video series, "Travel Talk," a 2011 Webby Award nominee, and directed campaigns for AOL/Huffington Post Media Group including "Traveling the American Road" and "Transmongolia."