RACHEL JOY VICTOR
Consultant + Co-founder
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RACHEL JOY VICTOR is a designer, strategist and worldbuilder, working with emergent technologies and mediums (XR/AI/web3) to create cohesive narrative, brand and product experiences at the intersection of systems and humans. She is the co-founder of FBRC. AI, a company focused on building for the future of content creation and consumption with AI tools. Rachel designs for a range of applications: from multiplatform narratives and immersive experiences to tools and platforms to spaces and cities. Rachel draws from her education in computational neuroscience and spatial economics to facilitate the creation of data-informed emergent experiences where world simulation and cognitive architectures intersect. Rachel's clients have included Disney, HBO, Technicolor, Vans, Ford, Nike, Havas, Meow Wolf, Niantic and many more. She has led executive education sessions at Activision, Unilever Prestige, WB/Sony/NBCU, and has spoken as an expert on design for emerging tech at the Dr. Phil Show, NAB Show, Infinity Festival, Future of Film Fest, Atos + SAP DEI Summit, Immerse Global Summit and Games for Change.