

JUSTIN BATAD

3x Grammy Winner. Producer, Engineer, Songwriter | Artist Development | Creative Technology

Remote | justinbatad@gmail.com | justinbatad.com | linkedin.com/in/justinbatad

PROFILE

18 years across the creative and industry side of music, most recently as personal engineer and mixer to No I.D. at ARTium Recordings. My work has spanned production, engineering, songwriting, artist development, creative operations, and A&R collaboration, from helping shape newly signed artists and major releases to bringing new technology into real-world music workflows.

During the rollout of Dolby Atmos into the music industry, I worked directly with Dolby, educating artists, producers, labels, and publishers while beta testing the technology and feeding workflow and product insights directly into the team. I am now bringing that experience deeper into music technology, especially where product, creators, and real-world music workflows intersect.

I use and build with AI daily across ideation, music and voice creation, audio experimentation, custom tools and workflows, problem solving, and operations. I approach these tools from the perspective of someone who has spent 18 years inside professional creative workflows, testing where technology genuinely improves the process, where it gets in the way, and how to turn that understanding into tools and workflows that are actually useful to the people doing the work.

GRAMMY RECOGNITION

Wins: Jon Batiste, Big Money, 2026, engineer. Beyoncé, Cowboy Carter, Album of the Year and Best Country Album, 2025, producer and engineer.

Nominations: Snoh Aalegra, Temporary Highs in the Violet Skies. Snoh Aalegra, Do 4 Love. Megadeth, We'll Be Back.

EXPERIENCE

Founder | Producer | Songwriter | Creative Director, Just Push Play | 2023 to present

- Lead projects for artists, labels, and brands across executive production, songwriting, production, creative direction, artist development, and consulting, taking ideas from early concept through release and helping shape the work, identity, and direction around it.
- Work hands-on across production, vocal production, songwriting, arrangement, engineering, and mixing as part of the projects I lead creatively.
- Mentor artists and creatives across development, workflow, creative decision-making, career direction, and business strategy, helping them move faster, clear roadblocks, and build more effective processes.
- Develop new creative and technology-driven workflows across music and AI, using technology where it genuinely improves ideation, creation, execution, or operations without losing the human side of the work.

Personal Engineer and Mixer to No I.D. | ARTium Recordings | 2020 to 2025

- Worked directly alongside No I.D. across major releases, artist development, writing camps, and daily creative operations, with artists including Kelly Rowland, Snoh Aalegra, Lil Uzi Vert, Beyoncé, and Jon Batiste.
- Supported artist evaluation and development from pre-signing through release. Ran early sessions with prospective artists, relayed creative results back to No I.D., and helped assess how they worked before deeper collaboration or signing.
- Developed newly signed artists across song selection, songwriting, production direction, vocal direction and production, sound and identity, creative feedback, release preparation, and mentorship, working closely with management and A&R.
- Ran development rooms and served as head engineer of No I.D.'s main collaboration studio, helping artists progress from early development into sessions with No I.D. and toward major releases.
- Lead engineer across every camp and session we ran, including a multi-week Roc Nation writing camp for Rihanna spanning five studios, directing engineers, session flow, technical setup, and asset movement between concurrent rooms.
- Lead engineer for Jon Batiste across two years of continuous work and two album projects, including the Grammy-winning Big Money.

Producer | Engineer | Songwriter, Noisy Head Productions | 2012 to 2023

Management & A&R Consultant, Luke Steele / Empire of the Sun | 2012 to 2020

- Built a long-term working relationship with Empire of the Sun beginning on Ice on the Dune, continuing across later releases and projects while working with the band, its members, and creative collaborators.
- My relationship with Luke Steele evolved into a long-term right-hand creative and operational role spanning production, engineering, artist development, creative direction, management and A&R, label and management liaison work, global campaigns, and live-show development.
- Helped grow Empire of the Sun's social audience by more than 200,000 followers and developed social and brand strategies whose underlying techniques are still used today, including a 2017-2018 campaign pairing merchandise with augmented-reality technology.
- Collaborations through Luke Steele and Empire of the Sun included Lindsey Buckingham, Daniel Johns, Richard Rudolph, Jackknife Lee, John Hill, Kimbra, and Grandmaster Flash.
- Independent Noisy Head Productions work included Rūfūs Du Sol, Bad Bunny, Chris Brown, FKA Twigs, and Zoë Kravitz.

MUSIC TECHNOLOGY, PRODUCT EDUCATION & ADOPTION

Dolby Atmos Industry Rollout | United Recording with No I.D.

- Built and operated the second Atmos music studio after Capitol Records, in partnership with Dolby and PMC, helping establish real-world creative workflows for a format that was still new to music.
- Became the industry's primary demo and education host for over a year, working with Apple, Amazon, major labels and publishers, producers, songwriters, and artists including Finneas and Snoh Aalegra to make the technology understandable and usable in professional music workflows.
- Led EngineEars Atmos certification workshops, directing a team of five engineers and training 24 students per class, with each participant completing and presenting a final mix for certification.
- Beta tested the format in live creative sessions with Dolby's Ceri Thomas and team, reporting workflow gaps, technical faults, quality issues, and best practices directly back into the product. After iterations of feedback from our room, Dolby added a multi-channel dynamics section to the Atmos renderer.

AI & EMERGING CREATIVE TECHNOLOGY

- Use and build with AI daily across ideation, music and voice creation, audio experimentation, custom tools and workflows, problem solving, and operations.
- Work across generative voice systems for voice cloning, custom voice design, voice transformation, Text to Speech, and speech translation, applying professional recording and production standards to source capture, performance, and output evaluation.
- Use generative music tools as active creative workflow tools for songwriting, production ideation, demos, pre-production, and exploring new approaches to music creation.
- Build and run local AI tools with Claude Code and Codex to support creative problem solving, workflow development, and operations.

SELECTED COLLABORATORS & INDUSTRY

Selected Collaborators: No I.D., Beyoncé, Jon Batiste, Kelly Rowland, Snoh Aalegra, Lil Uzi Vert, Empire of the Sun, Luke Steele, Daniel Johns, Lindsey Buckingham, Rüfüs Du Sol, Bad Bunny, FKA Twigs, Megadeth.

Labels, Publishers & Industry Partners: Universal Music Group, Sony Music, Warner Music Group, BMG, Atlantic, Interscope, Def Jam, Island, RCA, EMI, Capitol Records, Roc Nation, ARTium Recordings, Prescription Songs, Kobalt, The Orchard, EMPIRE, Stem, Hipgnosis.

EARLIER EXPERIENCE

Engineer / Assistant Engineer, Universal Music Group | Interscope / Geffen / A&M | 2010 to 2012

- Worked across major-label recording and production sessions with artists and producers including Dr. Dre, Polow da Don, Chris Brown, Sean Combs, Usher, Keri Hilson, Tricky Stewart, and Ray Chew. Assistant engineer on American Idol Season 10 and assistant mix engineer on Diddy Dirty Money.

Assistant Engineer, Sage & Sound Recording | 2008 to 2010

- Supported sessions for artists and producers including Bob Rock, Gavin Rossdale, Ron Wood, Sean Lennon, Jon Brion, Natasha Bedingfield, and Dave Sardy.

Studio Assistant, Conway Recording Studios | 2008 to 2009

- Worked in one of Los Angeles' major recording environments with clients including Dr. Luke, Max Martin, Alicia Keys, Katy Perry, Kesha, Kelly Clarkson, Benny Blanco, and Claude Kelly.

EDUCATION & EARLY MUSIC BACKGROUND

- Conservatory of Recording Arts and Sciences, Audio Engineering and Live Sound.
- Glendale Community College, Music Business and Music Performance.
- Privately trained musician; wrote and produced the music for an original band I developed from the ground up, touring the U.S. Southwest and performing at festivals including Vans Warped Tour.