

Senior Creative Producer / Design Leader

Themed Entertainment • Experiential Design • Museums • Entertainment Environments

Creative Producer and Design Leader specializing in early-phase concept development and portfolio-level storytelling strategy for large-scale experiential environments. Translates ambiguous vision into clear, executable creative direction—guiding multidisciplinary teams, aligning stakeholders, and driving projects from concept through realization while balancing narrative ambition with technical and commercial realities.

Global Project Experience: Abu Dhabi • Dubai • Riyadh • China • United States

**Early Concept Development • Design Direction • Narrative & Guest Experience
Feasibility & Pre-Construction Thinking • Multidisciplinary Leadership**

EXPERIENCE

Senior Producer

TAIT – Los Angeles, CA (Remote)

May 2023 – Current

- Define early project direction, guest experience vision, and design strategy for large-scale themed entertainment projects.
- Lead multidisciplinary teams from concept through realization, aligning creative intent with feasibility, schedule, and budget.
- Partner with estimating and project development teams to rigorously evaluate ideas before scope and constraints are established.
- Champion and safeguard design intent across technical development, fabrication, and installation phases

Project Development Manager / Attraction Producer

Head of Business Development

Attraction & Entertainment Solutions (A&ES) – Jacksonville, FL

April 2021 – May 2023

- Defined early project concepts, scope, and strategy for themed entertainment design/build projects.
- Led proposal development and creative positioning efforts resulting in \$14M+ in awarded work within two years.
- Partnered with estimating and project development teams to pressure-test creative ideas against feasibility, budget, and delivery constraints
- Served as senior liaison across creative, technical, and production teams, protecting design intent from concept through execution.

Project Manager

Clickspring Design – Austin, TX

January 2019 – April 2021

Branded & Broadcast Architecture / Set Design

- Led concept definition, design development, and coordination for branded environments and broadcast sets.
- Guided design documentation and cross-discipline coordination.
- Supported feasibility, budgeting, and construction phases to ensure successful translation into built form.

Design Manager / Art Director

PBE – Austin, TX

January 2015 – December 2017

Museum & Film Set Design / Fabrication

- Provided art direction for major experiential components, including Wiess Energy Hall 3.0 (HMNS).
- Served as Production / Project Manager and Art Director for picture vehicles on *Alita: Battle Angel* (20th Century Fox).

EDUCATION

Art Institute of California • Hollywood • Set & Exhibit Design