



Celebration, FL | rob.t.phelps@icloud.com | 502.494.5560
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I'M A CREATIVE LEADER with a passion for the art of direction and its unique application within experience design. In such a complex medium, I believe in fostering processes - ones rooted in sound storytelling principles - so that teams possess creative freedom and that all forms of expression converge to produce experiences of true thematic cohesion.

As a big-picture thinker with a background across various disciplines, I bring a comprehensive understanding of the entire project landscape. I enjoy providing ways of thinking, analyzing, and helping others succeed. But above all, I enjoy guiding work that emotionally resonates and has the power to positively impact people's lives. I view it as my responsibility as a director to pay it forward - utilizing the full breadth of my abilities to support teams so they can ultimately create unique and deeply-meaningful experiences for others.

CREATIVE EXPERTISE

Areas of Focus

- Creative Direction, Vision, and Leadership
- Art Direction (studio and field)
- Pitching, Presenting, and Team Communication
- Attraction, Show Set, and Scenic Design
- 3D Pre-Viz (models, real-time renders, and animatics)
- Design and Safety Standards (IBC, ADA, ASTM, CPSC)
- Partnering with various DOWs | Vendor Management

Digital Proficiencies

- Modeling with 3ds Max, ZBrush, Maya, Rhino, SketchUp
- Real-Time Rendering with Unreal Engine
- Coordinated Drawing Packages with AutoCAD, Layout
- Project Coordination with Revit, BIM 360, Bluebeam
- Adobe CC (Photoshop, Illustrator, InDesign, Acrobat, Premiere, After Effects, Audition)
- Mac and Windows ecosystems | Office | iWork

PROFESSIONAL EXPERIENCE

JRA Cincinnati, OH [remote from FL]

SEP 2022 - SEP 2023

DIRECTOR, ART & CREATIVE

Hand-picked as the first remote hire to serve in a director role. Fulfilled various leadership responsibilities on projects including: defining and developing the creative vision; articulating said vision to internal teams and various stakeholders; providing art direction / working with design teams to ensure consistency with established styles and underlying themes; and serving as the voice of the work - pitching creative concepts to clients and presenting company-wide internal updates.

- Led the development of several immersive experiences for Crayola - re-imagining IP-based attractions for the original Crayola Experience (Easton, PA), as well as developing a wholly-original, traveling exhibit for zoos and botanical gardens. Selected to guide projects for other world-class clients (Hershey, Mattel, and Hasbro) based on the outcomes of this work.
- Served as the overall art director for Qiddiya Motorsports Complex - the second largest project ever undertaken at JRA.
- Worked to implement studio-wide best practices for creative and narrative development, as well as establish common standards for phase deliverables and drawing packages.

Freelance Experience Design Celebration, FL

SEP 2020 - PRESENT

CREATIVE DIRECTOR | ART DIRECTOR | PRODUCTION DESIGNER

Provide a wide range of design services (through all phases of development) to facilitate the creation of thematically-driven, immersive experiences for clients across multiple markets - theme parks, children's museums, science centers, playspaces, traveling exhibitions, family entertainment centers, and brand experiences.

- Craft the creative vision of projects and provide rich frameworks from which teams can drive further development.
- Utilize experience in design-build to balance operational, financial, and maintenance needs with overall creative goals.
- Foster collaboration with both designers and fabricators to ensure supremely creative, yet functional design solutions.
- Infuse leading technologies (real-time visualization, etc.) with traditional design approaches for a highly flexible and iterative approach to design development - one based in physical reality yet not limiting to artistic expression.

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Universal Creative Orlando, FL

FEB 2019 - AUG 2020

ATTRACTION DESIGNER

Produced show set and scenic designs for Universal's Epic Universe. Utilized models, animatics, and other previsualization techniques to establish compositional relationships, understand vantage points, and (quite literally) analyze designs from the guest perspective. Translated 3D work into design-intent drawings as part of coordinated show set packages.

- Specialized in the development of scopes with kinetic elements, complex spatial requirements, and competing priorities.
- Strove to ensure all aspects of designs reinforced the core themes of the land - expanding upon the world of a beloved IP while remaining true to the ideas and notions that originally endeared audiences to the franchise.

Roto Dublin, OH

AUG 2016 - JAN 2019

SENIOR DESIGNER (EXHIBITS AND ENVIRONMENTS)

Developed interactive exhibits and experiences as a lead designer for an interdisciplinary design studio - regularly integrating electromechanical, media, and various other bespoke elements. With in-house fabrication and a focus on design-build, Roto provided the knowledge required to harmoniously blend the creative and technical aspects of projects.

- Art-directed and led design for Roto's most highly thematic projects - guiding work from concept to installation.
- Introduced workflows to better retain the creative-intent of projects as they moved through development into fabrication.
- Developed robust knowledge of safety standards for and experience in playground / soft-contained-play design.

Freelance Experience Design Orlando, FL

JAN 2013 - AUG 2016

DESIGNER

Applied the knowledge acquired from producing themed experiences to an array of design work. From conceptual design to story development to 3D modeling, collaborated with a number of creative firms including: Wrenhouse Design, TAIT, Renaissance Entertainment, Kreate, and Roto.

- Oversaw creative ideation / development for numerous top-tier, global projects as a design lead with TAIT (formerly ITEC).
- Wrote voice-over scripts for Star Wars and Marvel pre-show experiences at Shanghai Disney Resort (via Kreate).

Superior Group (contracted with Walt Disney Imagineering) Orlando, FL

JUN 2011 - DEC 2012

ASSOCIATE PROGRAM MANAGER, POST TURNOVER SUPPORT

Managed projects and served as the Imagineering liaison for the Post Turnover Support (PTS) program - working with park teams during the first year of operation for new attractions. A master class in design awareness, PTS provided exposure to all facets of projects and revealed the varying complexities required to create successful and sustainable installations.

- Applied my various skills to the role - designing solutions to aesthetic issues, assisting in problem-solving technical matters, and managing work for both vendors and internal teams (all while preserving the creative-intent).

SHOW COORDINATOR, SHOW DESIGN & PRODUCTION

SEP 2012 - DEC 2012

While with PTS, was invited to assist on *New Fantasyland*. Knowing the operational and maintenance teams, as well as most of the vendors involved, oversaw the completion of show elements for the "Enchanted Forest" section of the land.

CAREER NOTE

Walt Disney Imagineering **PROFESSIONAL INTERNSHIPS**

Character Plaster (2010) | Project Management (2005)

Walt Disney World **ATTRACTION OPERATIONS**

Jungle Cruise | Pirates of the Caribbean | Wildlife Express

EDUCATION

Bachelor of General Studies **PERSONALIZED DEGREE IN THEMED ENTERTAINMENT DESIGN**

Studio Art Minor in Sculpture | Curriculum Emphasis in Theatrical Design and Production

Ball State University - Muncie, IN

Undergraduate Studies in **MECHANICAL ENGINEERING**

Rose-Hulman Institute of Technology - Terre Haute, IN

Undergraduate Studies in **THEATRICAL DIRECTION**

Sargent Conservatory of Theatre Arts - St. Louis, MO