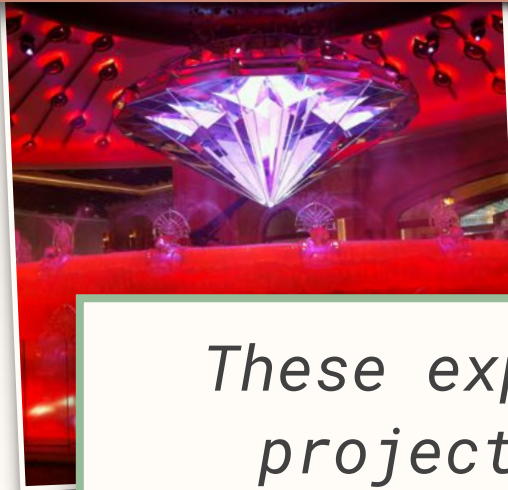


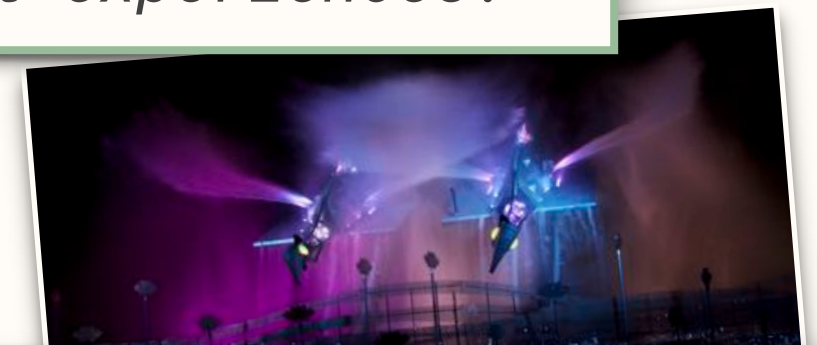
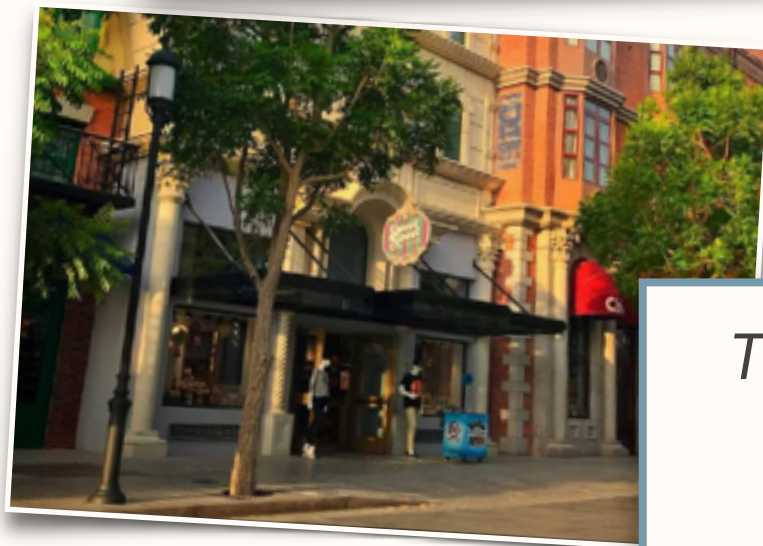
ROB PALMER

Production
Graphic
Media
Show
Creative Designer
Producer
Technical Director
Project Manager

Throughout my career, I've had the pleasure of working with amazing teams on diverse projects around the world. This has given me an appreciation for and understanding of a broad array of project types, phases, and disciplines.

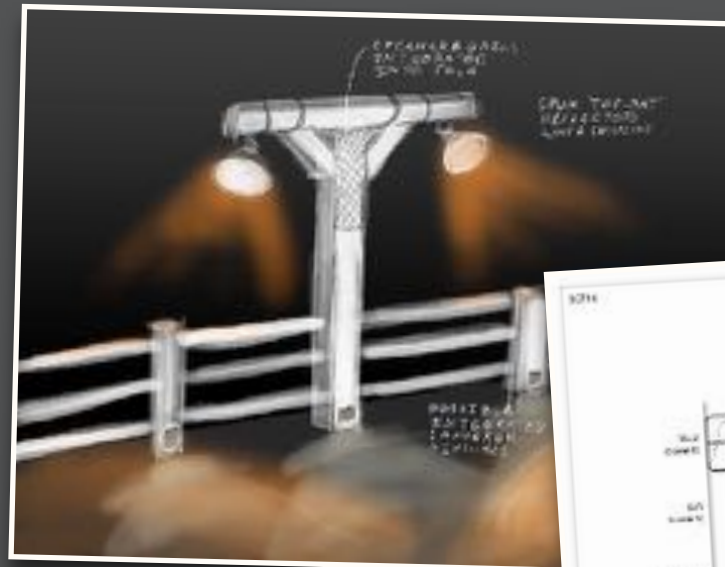


These experiences have lent me the ability to view projects from all perspectives, concept through opening, to confidently lead diverse creative teams to create unforgettable world-class guest experiences.



This portfolio represents a small sample of the roles I've held, and work I've contributed to projects, in my career. Thank you for reading!

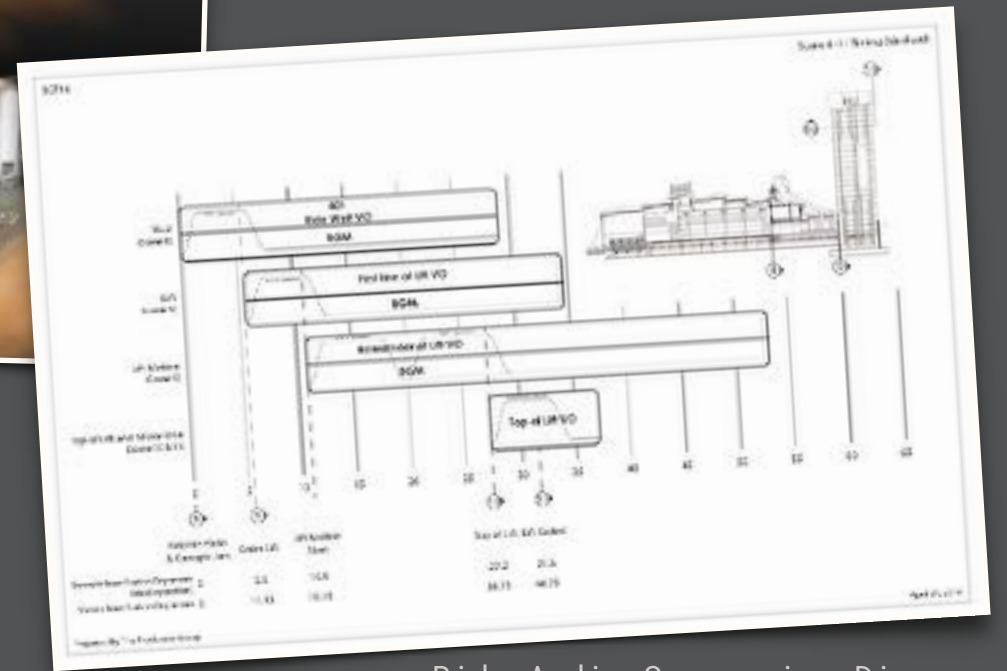
Selected Works & Projects



Area Development Lighting Concept

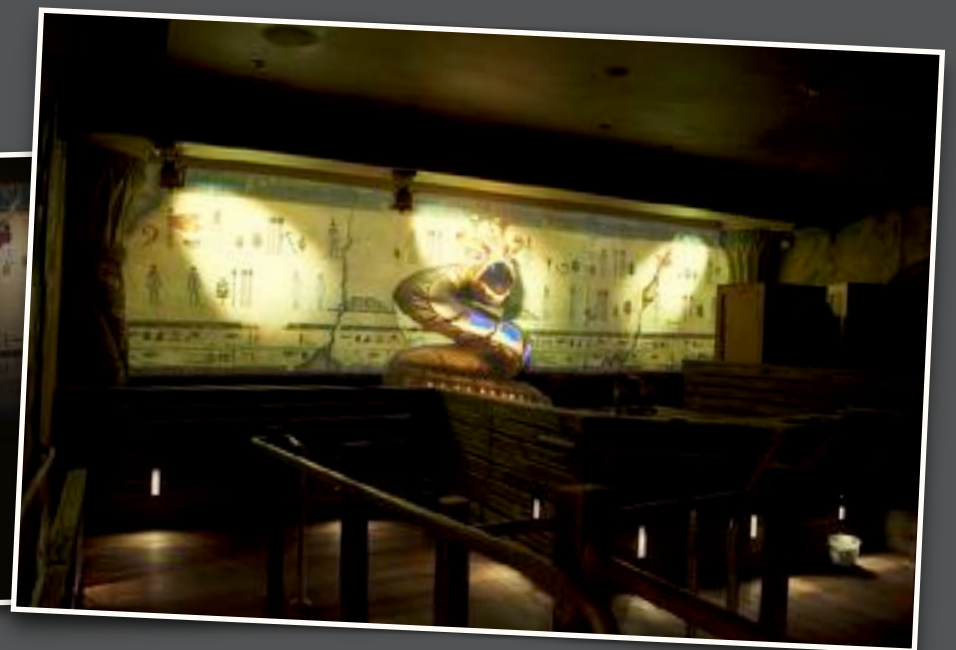
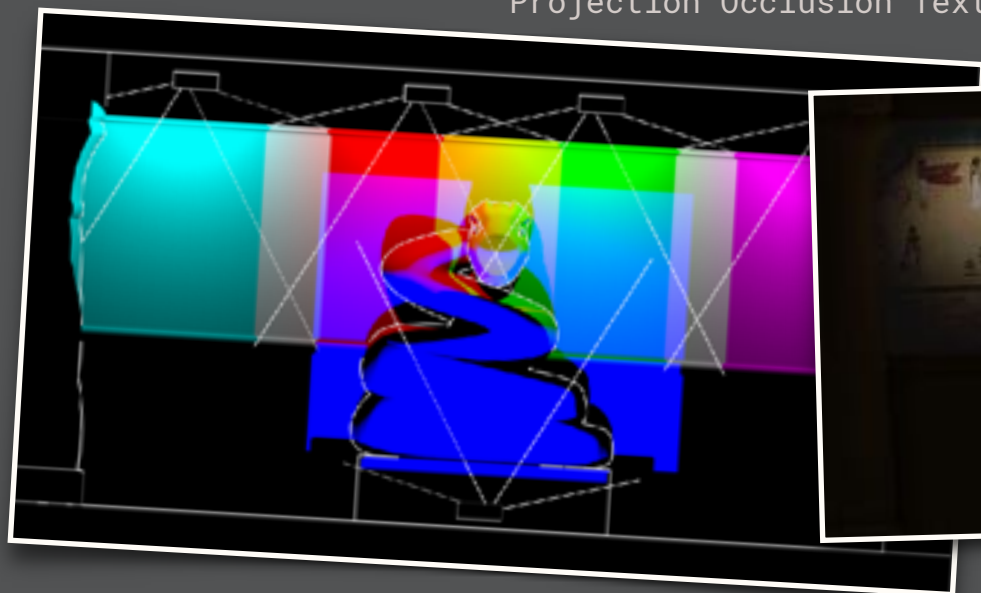
Cobra's Curse – Busch Gardens Tampa (2016)
 Show Producer & Sr. Technical Director – The Producers Group for Sea World Parks and Entertainment

- Led show team efforts from design through installation and programming.
- Collaborated between owner's creative development team and project architect to integrate show technology throughout attraction.
- Generated production design and tools to support Show Set & Props, Media, and Graphics development.



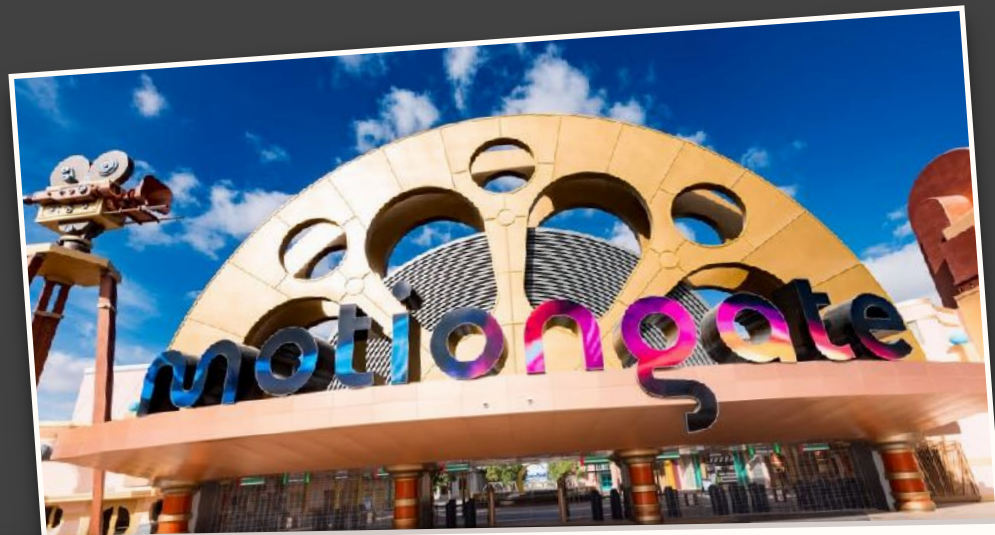
Ride Audio Sequencing Diagram

Projection Occlusion Texture Mapping Studies



Snake and Hieroglyphic texture assets by Mammoth Vision

Show Producer & Sr. Technical Director – The Producers Group for Sea World Parks and Entertainment



motiongate – Dubai, UAE (2014)

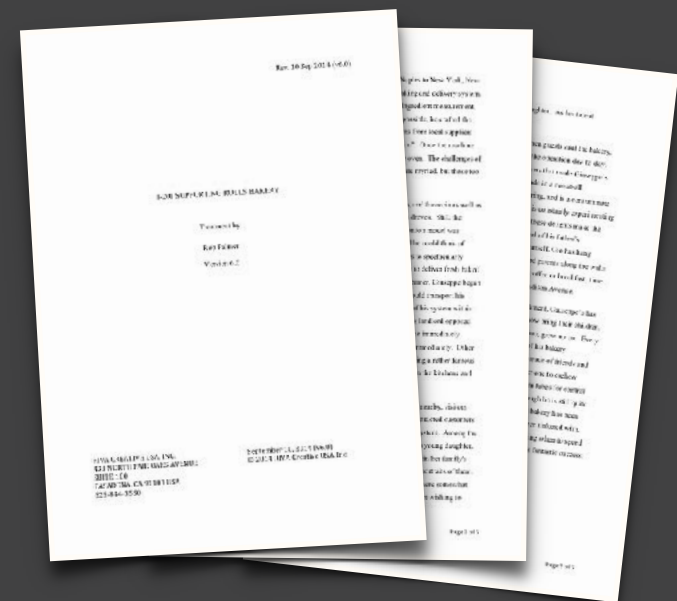
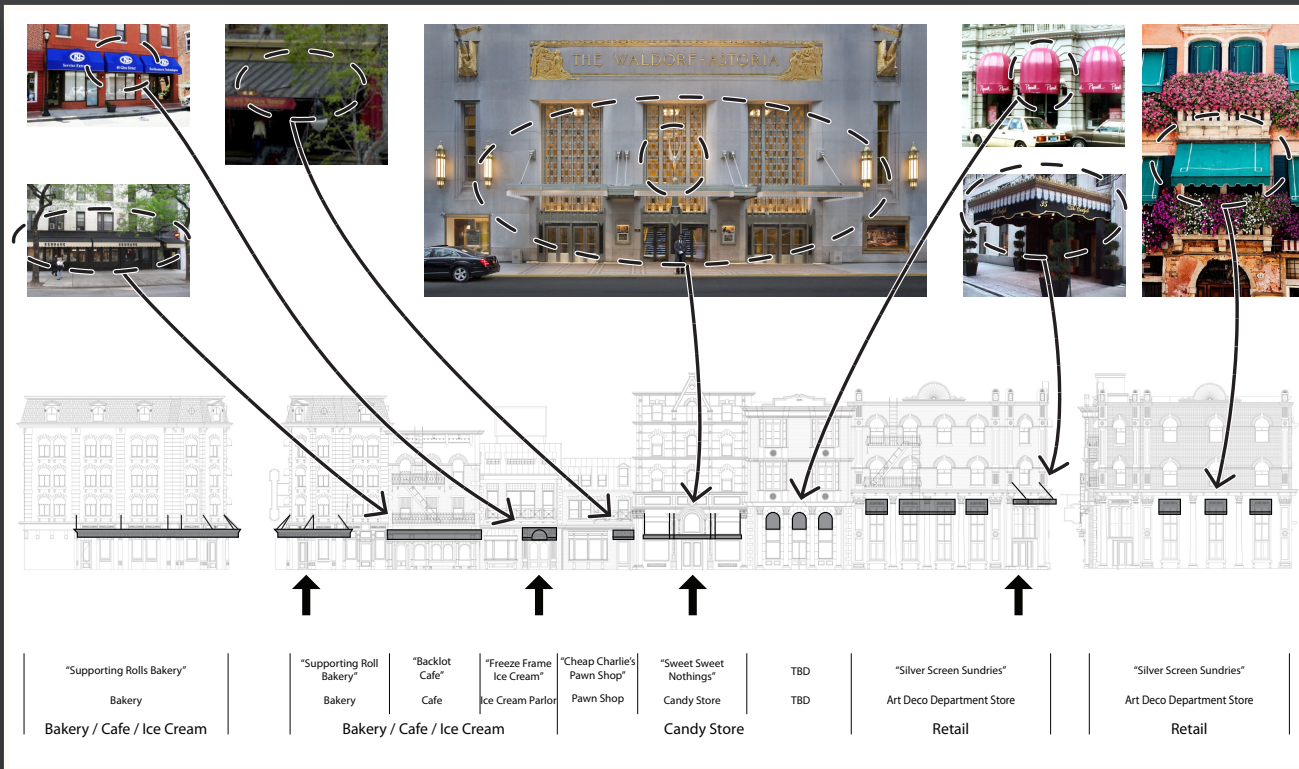
Creative Director – Riva Creative USA

- Created storylines and unified design efforts for Studio Central, the park's main circulation street with retail and F&B.
- Generated design concepts for unique settings, storylines and locations.
- Wrote over a dozen narratives and storylines to unify team's focus and design goals.



Facade Theme Explorations

Facade Awning Design and Direction



Creative Director – Riva Creative USA for Dubai Parks and Resorts



motiongate – Dubai, UAE (2014)

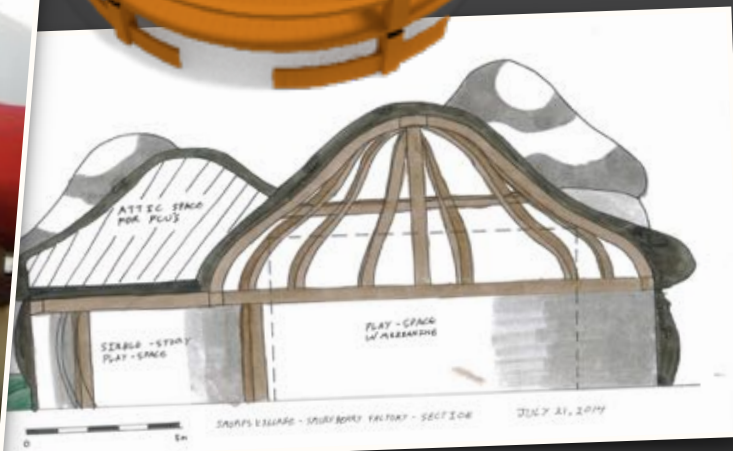
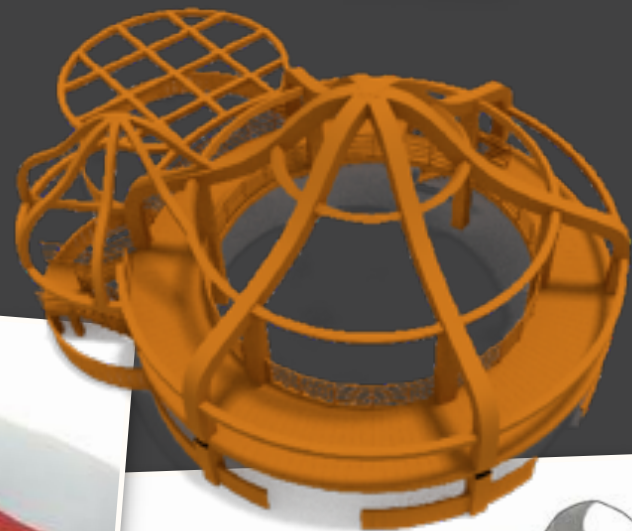
Creative Director – Riva Creative USA

- Land-wide Creative Director, responsible for experiences, attractions, retail, and F&B.
- Worked with production design team to develop concept and visual design of The Smurfs Village, including scaling and Smurfs “fabrication methods”, to inform architectural design.
- Honed storyline, created layouts, and led production design for The Smurfs Studio Tour dark ride.
- Managed multi-disciplinary team to unify style throughout land.

Signature Retail Fixture Design



Mushroom Building Design Strategy



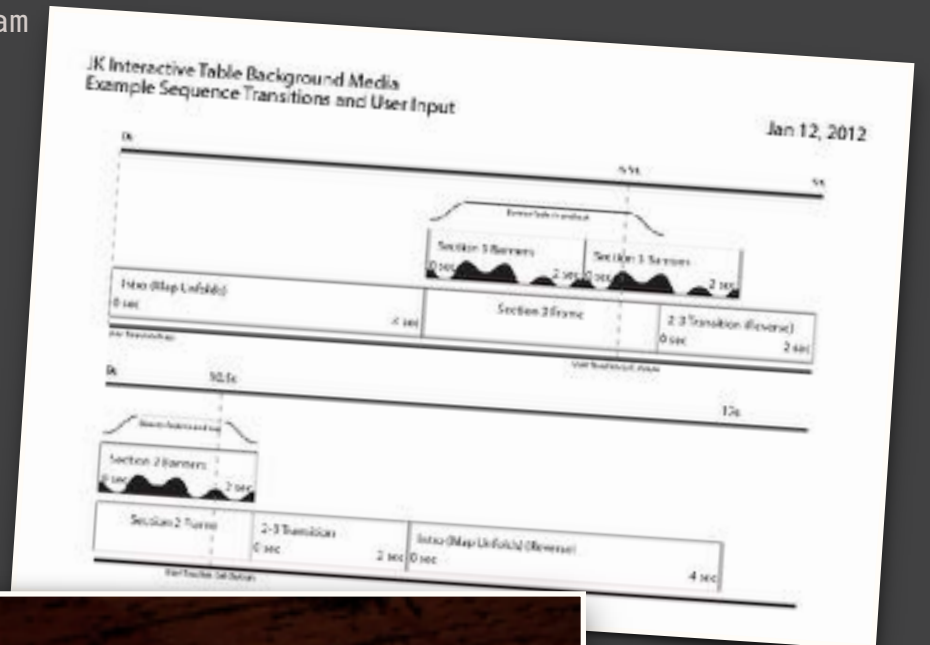
Creative Director – Riva Creative USA for Dubai Parks and Resorts

The Making of Harry Potter – WB Studio Tour London (2012)

Media Content Creator – Thinkwell Group

- Modeled, textured, animated, and composited elements to create photo-real backgrounds of Marauder Map for touch-interactive.

Timing Planning Diagram



Interactive Marauder Map Background



Marauder Map texture asset provided by WB.

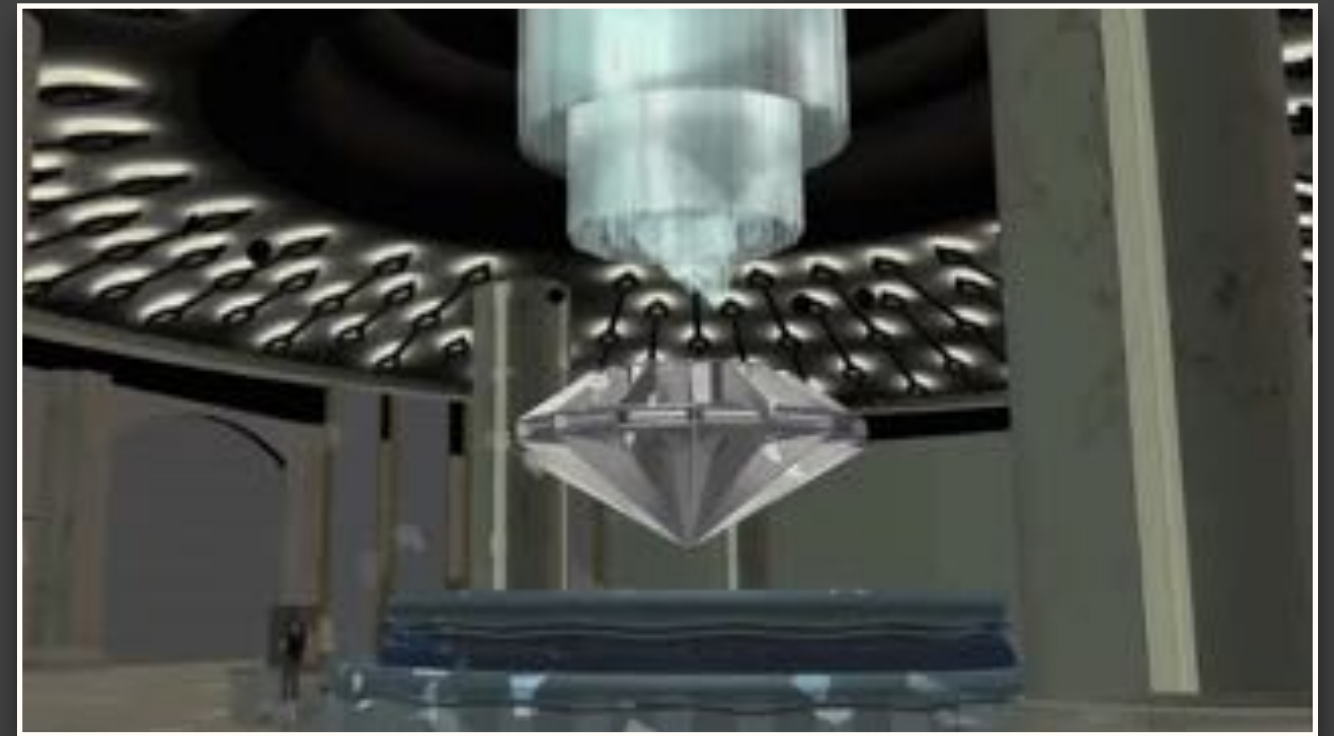
Media Content Creator – Thinkwell Group for Warner Brothers Studio Tour London



Fortune Diamond, Wishing Crystals - Galaxy Macau (2011)

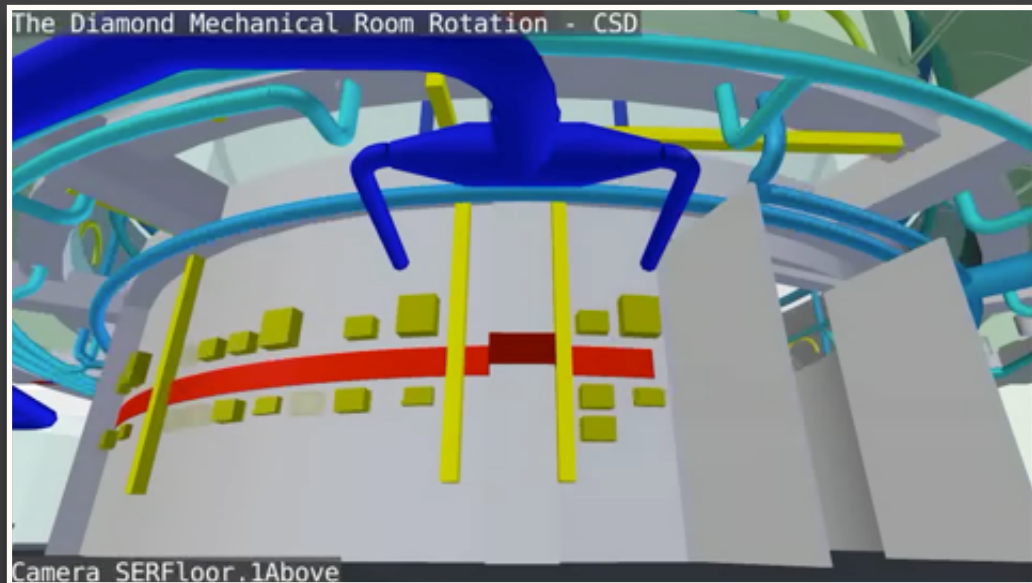
Technical Director - It's Alive Co. for Entertainment Design Corporation

- Coordinated an international team of integrators on-site during installation and programming.
- Worked with Show Production team to create timing animatics and output to motion control systems.
- Created several pre-concept designs and visualizations.



Pre-Programming Animatic & Show Motion Profile

Mechanical Room Integration Strategy Visualization



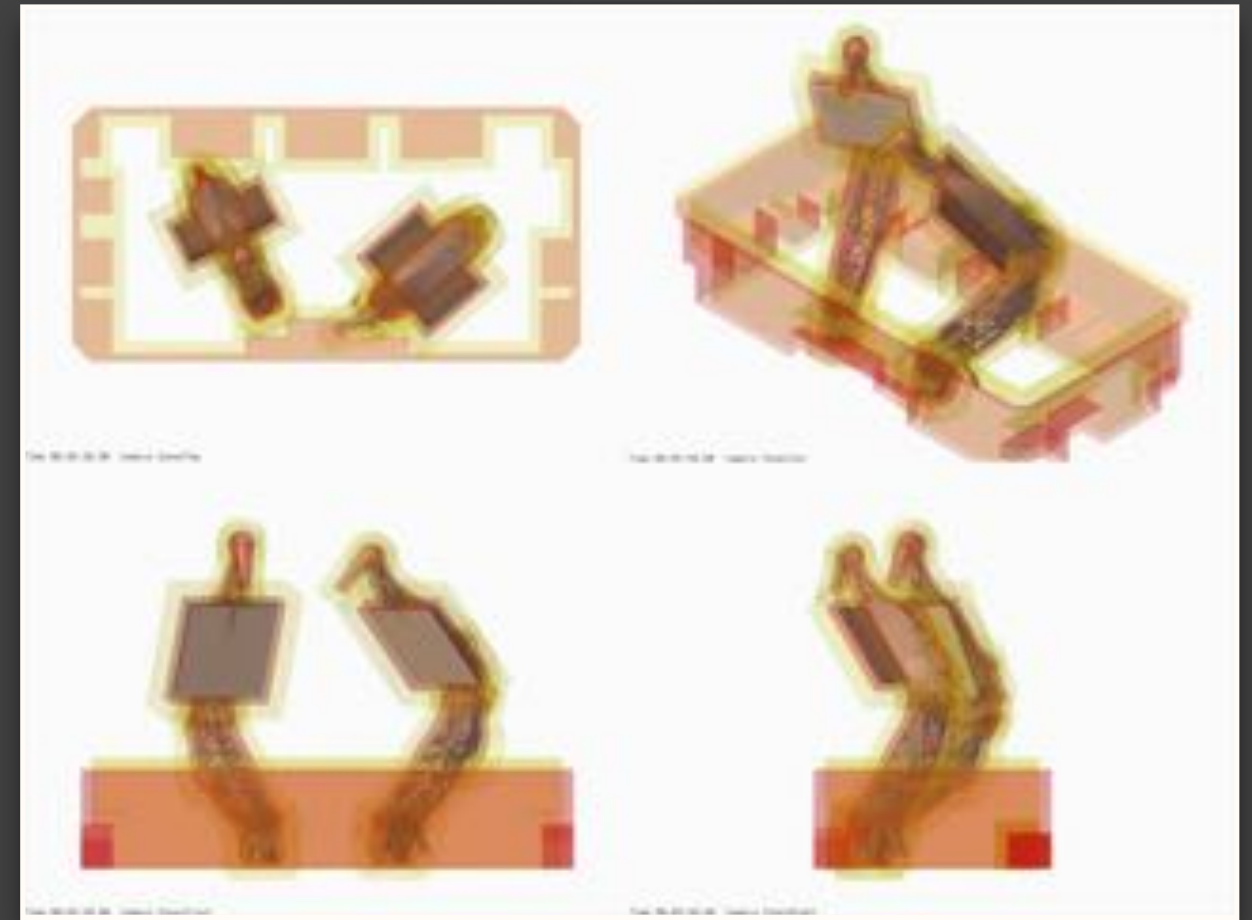
Technical Director - It's Alive Co. for Entertainment Design Corporation



Crane Dance, Lake of Dreams, Hall of Treasures - Resorts World Singapore (2010)

Show Motion Animator & Technical Director - It's Alive Co. for Entertainment Design Corporation

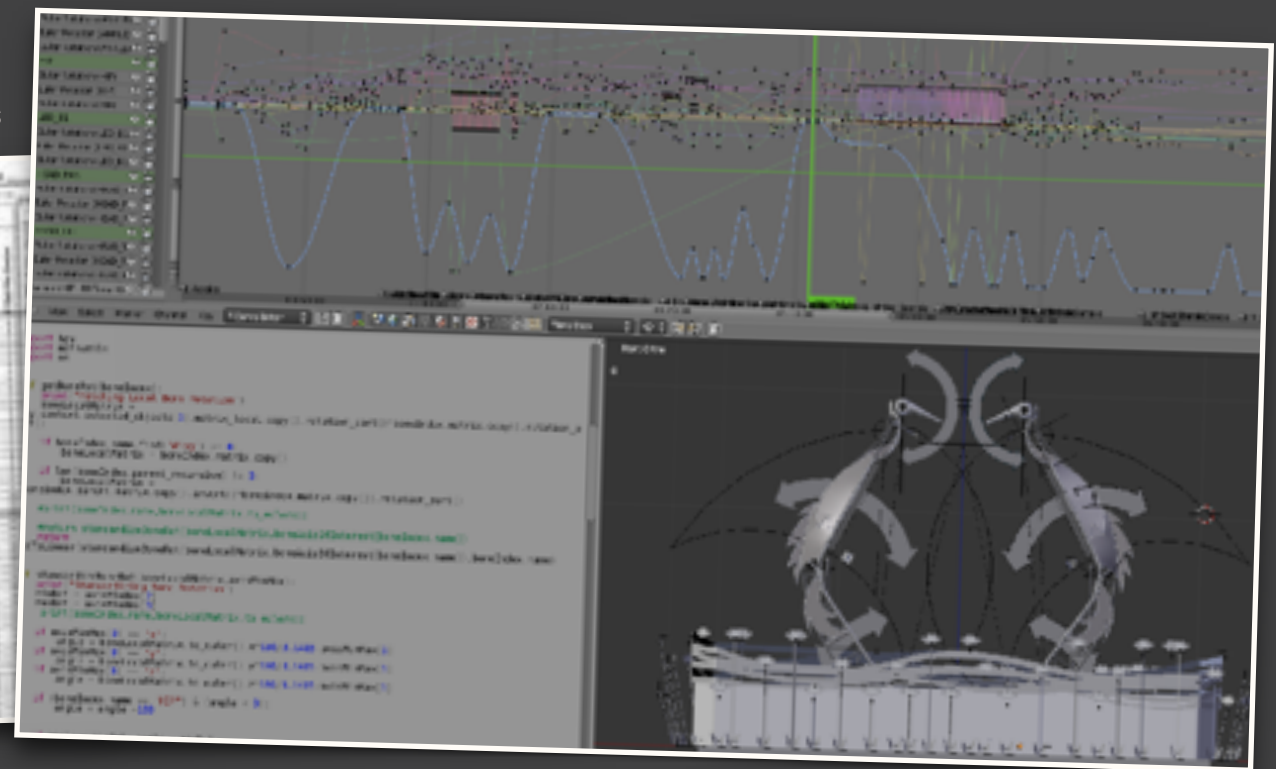
- Show Motion animator for world's largest animatronics, the Crane Dance, per creative intent, synchronized with music, lighting, water effects, and pyrotechnics.
- Created scripts to output physically bound animation data to industrial controller for animation of animatronics.
- Managed multi-national and multiple discipline vendors during construction and programming phases.



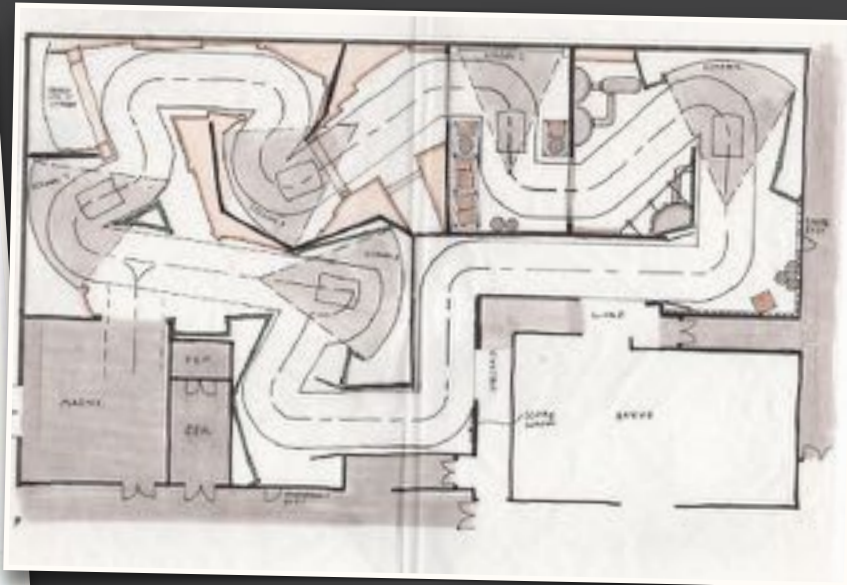
Show Motion Profile Proof

Motion Profile Programming & Exported Data Tables

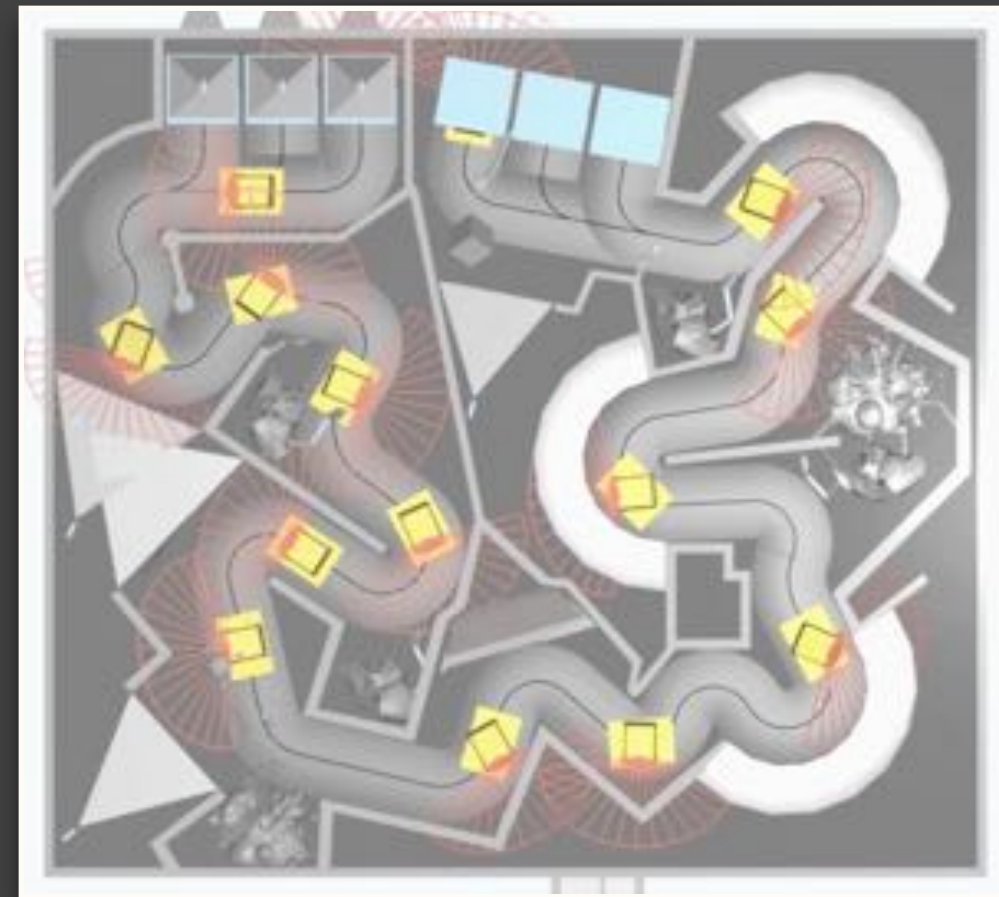
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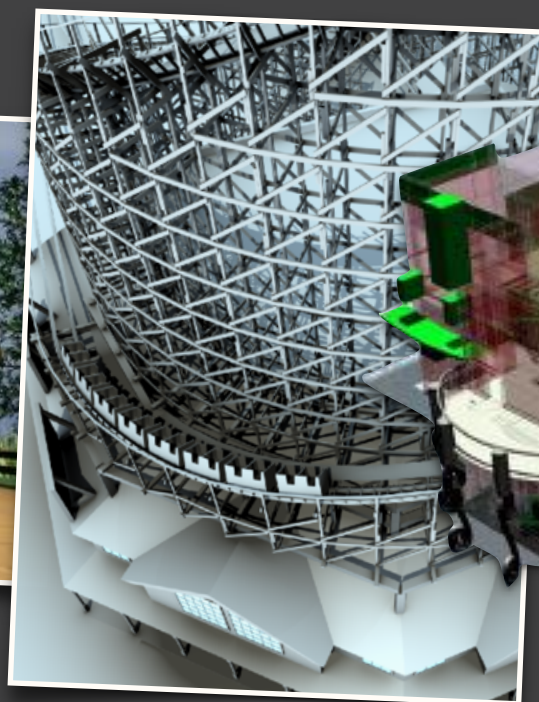
Technical Director - It's Alive Co. for Entertainment Design Corporation



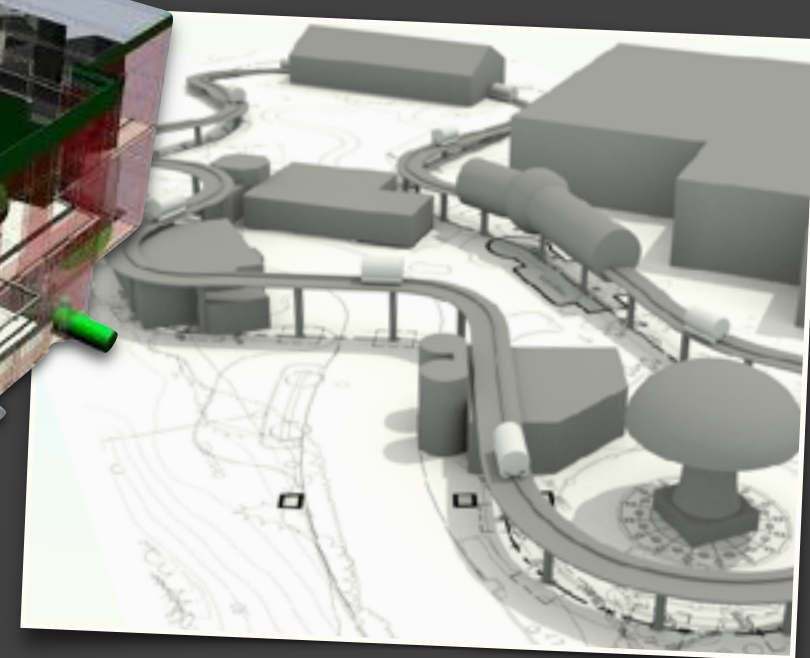
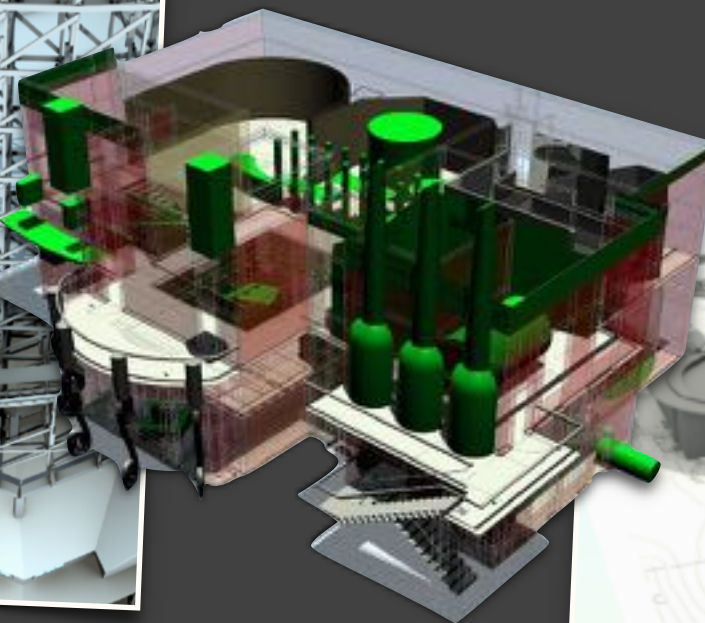
Ride, Show, & BOH Layout



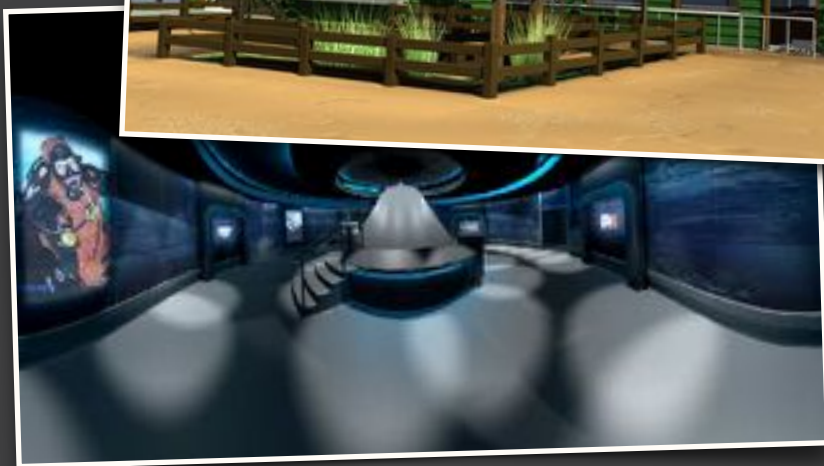
Ride Timing & Sightline Animatic



Attraction & Experience Visualizations



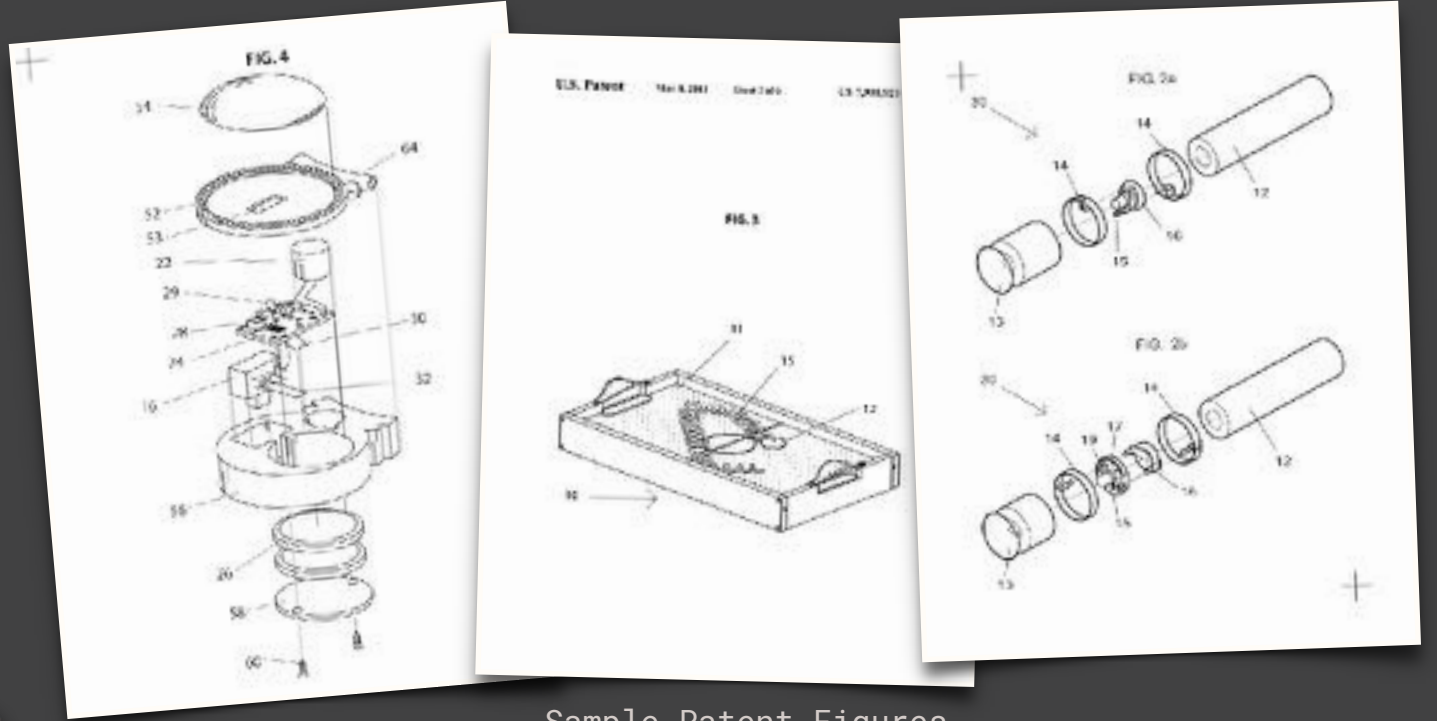
Various Employers for Various Projects



Product Design, Development, & Prototyping
Industrial Designer - Sierra Innotek Inc. for various clients

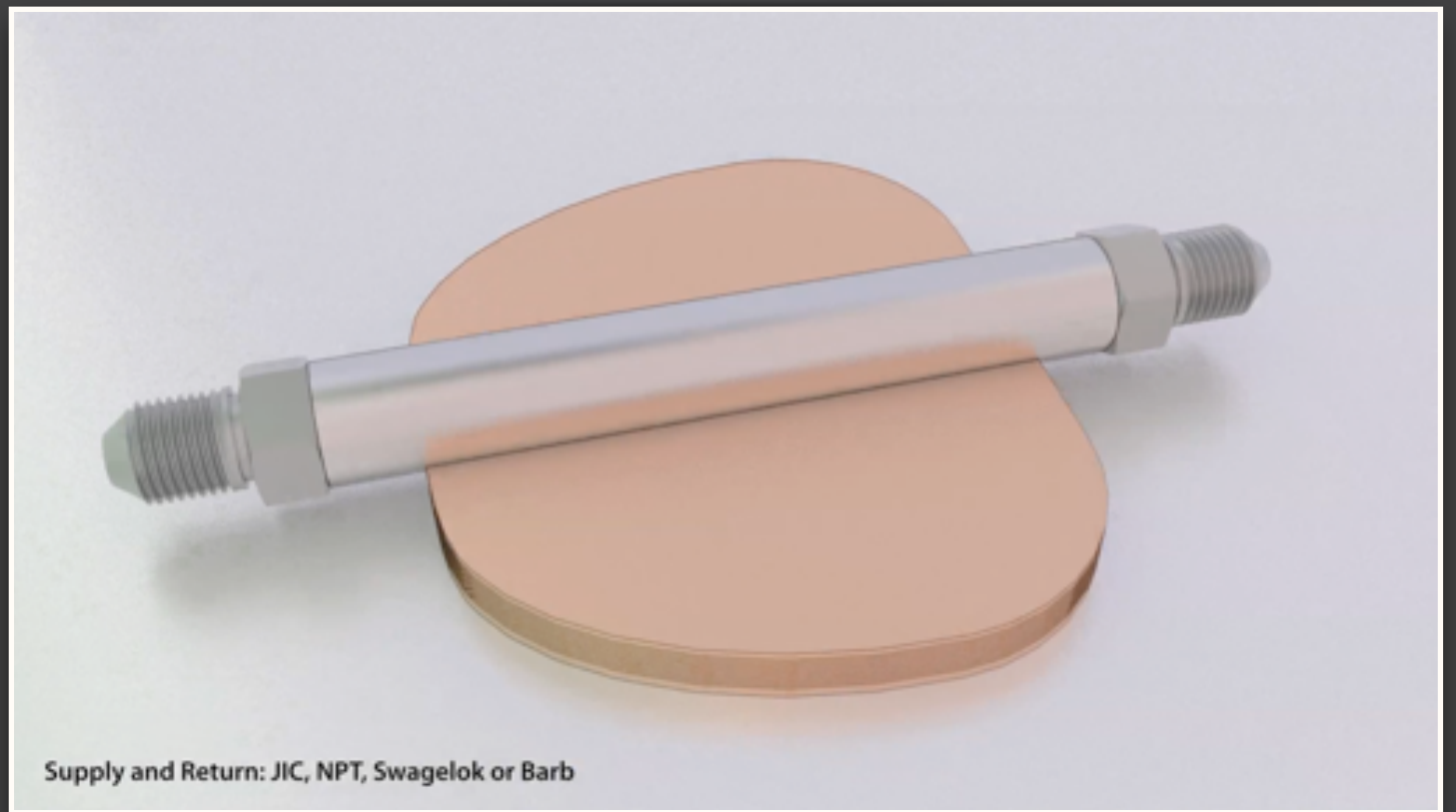
- Worked with small team to develop consumer, commercial, and industrial products.
- Created models, animations, and prototypes for dozens for inventions.
- Produced videos, animations and graphics for products in pre-manufacturing stages.
- Generated hundreds of patent figures for dozens of patents.
- Named inventor on four patents.

Product Industrial Design
and Visualizations



Sample Patent Figures

Product Demonstration Video



Supply and Return: JIC, NPT, Swagelok or Barb

Industrial Designer - Sierra Innotek Inc.

Experience, Capabilities, & Project Credits

Experience & Capabilities

- Immersive Entertainment Creative Producer with experience in all phases across a variety of project types.
- Lived and worked around the world. Installed nine projects in five countries, including USA, China, Singapore, Macau, Korea, and Germany.
- Ability to balance the needs of multiple stakeholders including IP, schedule, construction, creative, and budgetary.
- Experience leading diverse creative teams to create dozens of design and production packages through installations.
- Able to distill abstract project goals into assignable tasks and workflows.
- Experienced problem solver, able to untangle complex interdependent systems, goals, and requirements.
- Ability to lead production design team with focused briefs and defined expectations.
- Expertise creating 3D models for use in visualizations and simulations, dimensioned CAD drawings, multi-layered 2D illustrations, patent drawings, full color product concept graphics, and animations.
- Mastery of a broad array of digital and physical tools and techniques; facilitating efficient concept development, rapid design turnaround, and powerful animations and illustrations.
- Worked with a variety of materials and fabrication methods; providing additional insight into design and fabrication techniques.
- Capabilities in graphic design, media production, model making, prototyping, and photography.

Tools of the Trade

Software

- Merlin Project
- MS Project
- Apple Productivity
- Microsoft Office
- Solid Works
- Blender
- DraftSight
- Final Cut Pro
- Photoshop
- Illustrator
- InDesign
- Premier
- After Effects
- Lightroom
- Python
- C

Physical

- Drawing
- Painting
- Modeling
- Machining
- Prototyping
- Electronics

THEA
Award
Winning



Cobra's Curse – Busch Gardens Tampa (2016)
Show Producer & Sr. Technical Director – The Producers Group for Sea World Parks and Entertainment

motiongate – Dubai, UAE (2014)
Creative Director – Riva Creative USA

Shanghai Disneyland – Shanghai, China (2013)
Sr. Technical Director – The Producers Group for Lexington Scenery

Topaz – Bremen, Germany (2013)
Technical Writer – It's Alive Co. for FUNA International

USA Pavilion – Yeosu, South Korea (2012)
Technical Director – It's Alive Co. for The Hettema Group

The Making of Harry Potter – WB Studio Tour London (2012)
Media Content Creator – Thinkwell Group

Verbolten – Busch Gardens Williamsburg (2012)
Technical Director – It's Alive Co for In Motion Entertainment

Fortune Diamond, Wishing Crystals – Galaxy Macau (2011)
Technical Director – It's Alive Co. for Entertainment Design Corporation

Crane Dance, Lake of Dreams, Hall of Treasures – Resorts World Singapore (2010)
Show Motion Animator & Technical Director – It's Alive Co. for Entertainment Design Corporation

Jurassic Park Rapids Adventure – Resorts World Singapore (2010)
Technical Coordinator – It's Alive Co. for The Hettema Group

River Works – National Mississippi River Museum & Aquarium (2010)
Technical Coordinator – It's Alive Co. for Christopher Chadbourne & Associates

Beyond All Boundaries – National WWII Museum (2009)
Technical Coordinator – It's Alive Co. for The Hettema Group

The Adventures of Curious George – Universal Studios Hollywood (2009)
Project Coordinator – It's Alive Co. for Universal Creative

Transformers: The Ride 3D – Universal Studios Hollywood (2011)
Project Coordinator – It's Alive Co. for The Hettema Group



Rob Palmer is a Creative Producer who has worked on projects, and lived on sites, across Asia, Europe, and North America, pre-concept through handover including Resorts World Singapore, Universal Studios Hollywood, Galaxy Hotel and Casino in Macau, and a World Expo in South Korea. Most recently, he was the Show and Media Producer for Cobra's Curse at Busch Gardens Tampa, overall Creative Director for two lands of motiongate Dubai, and a Senior Technical Director involved with parts of Tomorrowland at Shanghai Disneyland. He contributed to the Making of Harry Potter at Warner Brother's Studio Tour in London, and attractions at Universal Studios in Hollywood, Florida, and Singapore. Rob has been

involved in Themed Entertainment projects from nearly every vantage point including Show Producer, Creative Director, and Senior Technical Director. Rob utilizes this diverse experience, as well as his background in research and product design, to lead teams of all disciplines to create unforgettable world-class guest experiences.

In 2018, Rob launched Abstract Concepts Workshop, a consultancy that support companies in immersive entertainment. Through ACW, Rob assists teams in unifying creative vision with technical reality, while keeping the guest's perspective in focus.

- *Over 10 years experience in location based entertainment.*
- *International experience, blue-Sky through opening.*
- *Passionate project leader.*
- *Broad knowledge of many disciplines, creative through technical.*

Rob Palmer
Creative Producer

+1.530.306.9520

Rob.P@AbstractConceptsWorkshop.com

www.linkedin.com/in/rob-norris-palmer

Proud member of the

