

Rob Palmer

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Bio

Rob Palmer has been involved in Themed Entertainment projects from nearly every vantage point including Producer, Creative Director, and Senior Technical Director. Rob has worked on projects, and lived on sites, across Asia, Europe, and North America, pre-concept through handover. He began his career in research and development, bringing consumer and industrial products to market, developing a deep understanding of the design and manufacturing processes. This diverse experience provides Rob with an ability to anticipate problems, drive innovative solutions, and improve team communication.

Most recently, Rob launched Abstract Concepts Workshop, a consultancy offering Integrated Design, Visualization & Simulation and Pre-Programming services. Through ACW, Rob assists teams in unifying the creative vision with technical reality, while keeping the guest's perspective in focus.

Qualifications

- Engaged team-leader with experience in all phases across a multitude of projects.
- Ability to distil abstract project goals into assignable tasks and workflows.
- Two decades of experience creating visualizations and simulations to communicate complex concepts.
- Themed Entertainment Producer, Creative Director and Senior Technical Director with work experience in The USA, China, Singapore, Macau, Korea and Germany.
- 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; facilitate efficient concept development, rapid design turnaround, and powerful animations and illustrations.
- Experience with a variety of materials and fabrication methods; provides additional insight into design and manufacturing techniques.

Select Projects & Experience

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.

motiongate – Dubai, UAE (2014)

Creative Director – Riva Creative USA

- Created storylines and led design efforts for two lands, including rides, shows & attractions as well as retail locations and overall zones.
- Generated layouts and visualizations for unique attraction concepts.

Topaz – Bremen, Germany (2013)

Technical Writer – It's Alive Co. for FUNA International

- Generated system design and operational overview documentation of mega-yacht AV, network, and communications systems.

USA Pavilion – Yeosu, South Korea (2013)

Technical Director – It's Alive Co. for The Hetteema Group

The Making of Harry Potter – Warner Brothers Studio Tour, London (2013)

Media Creator – Thinkwell Group

- Modeled, textured, animated and composited photo-real backgrounds of iconic franchise element for interactive installation.

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)

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

- Animated Crane Dance animatronics per creative intent, synchronized with music.
- Authored 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.