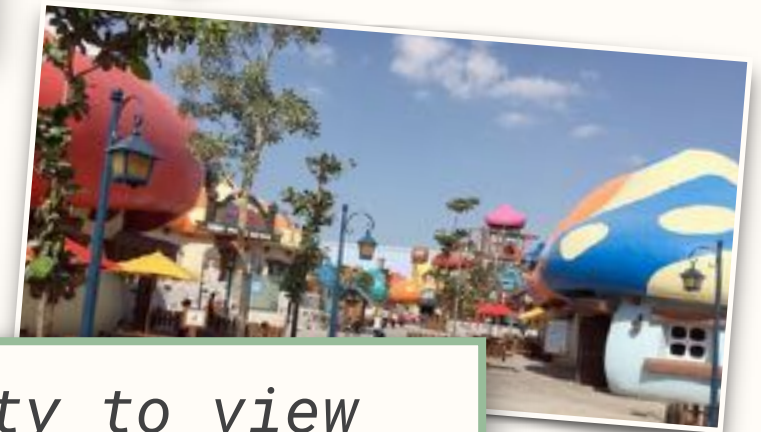


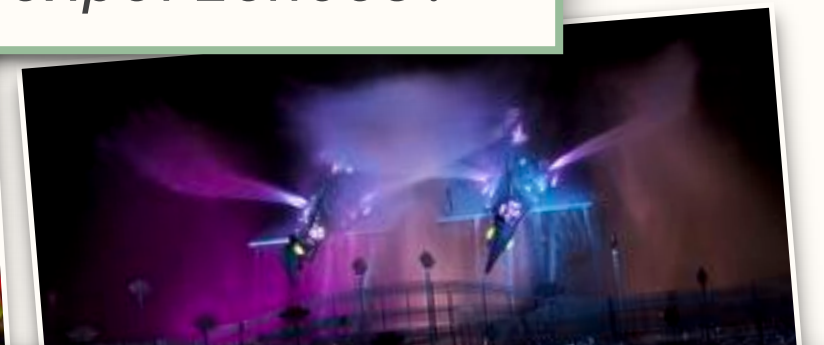
ROB PALMER

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.

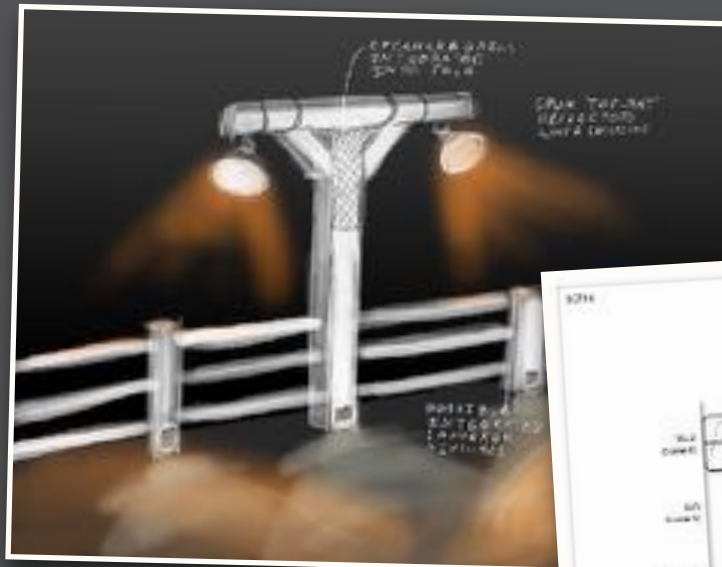


These experiences have lent me the ability to view projects from all perspectives, concept through opening, to confidently lead diverse creative teams to create unforgettable world-class guest experiences.



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!

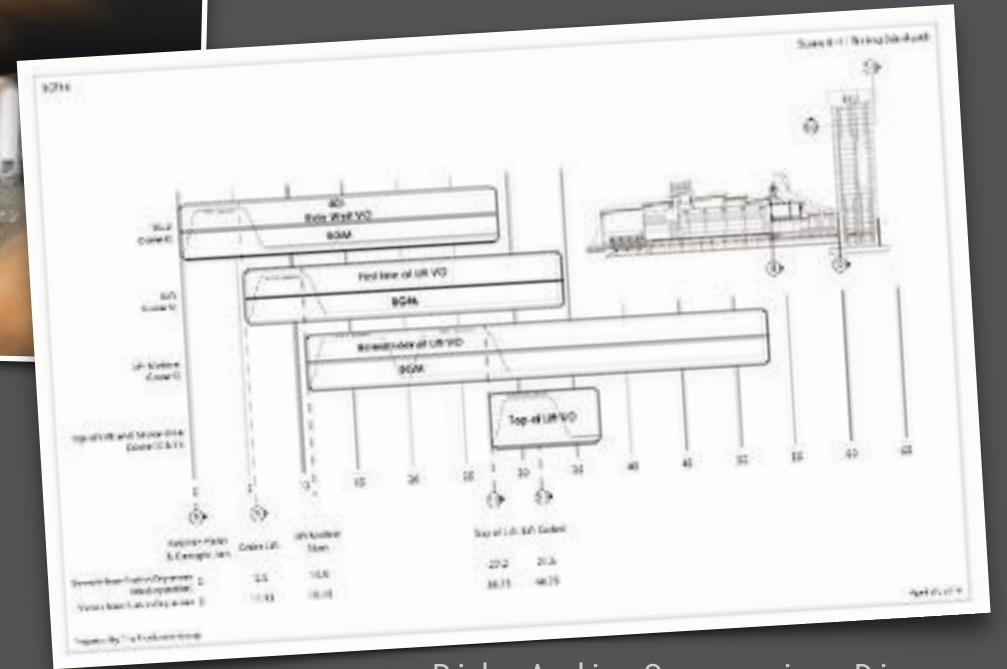
Selected Works & Projects



Area Development Lighting Concept

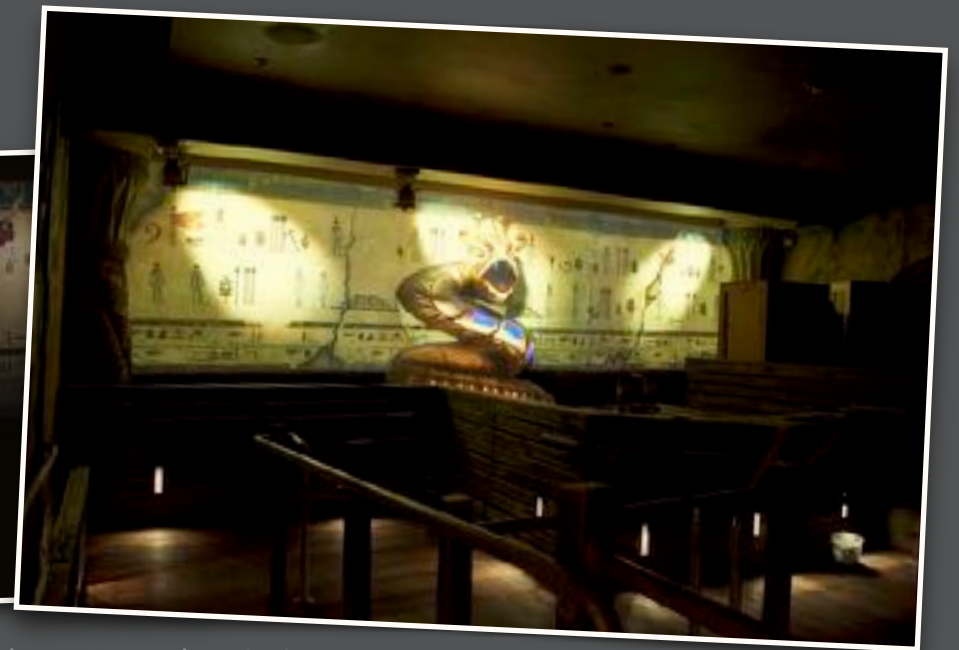
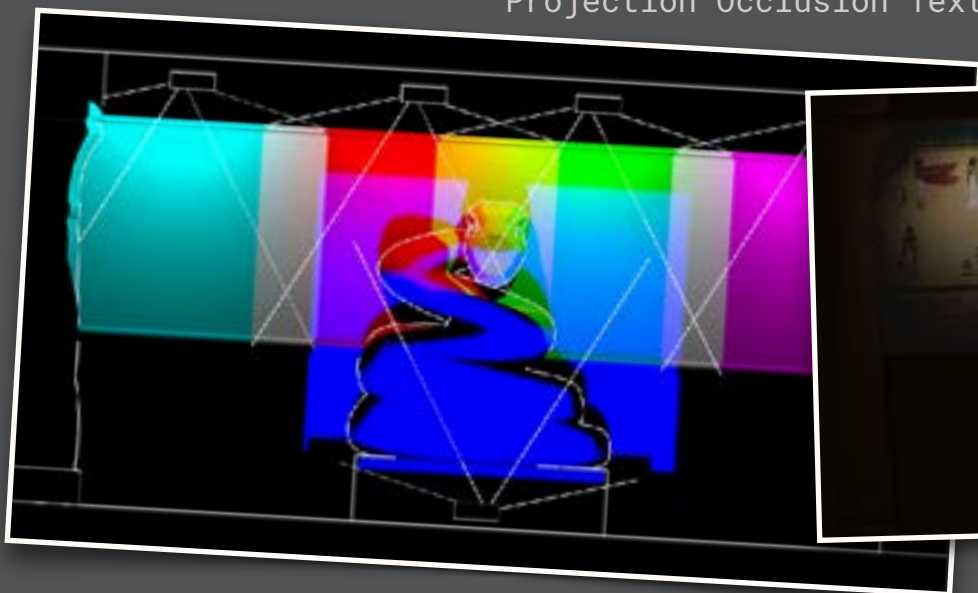
Cobra's Curse – Busch Gardens Tampa (2016)
 Show Producer & Sr. Technical Director – The Producers Group for Sea World Parks and Entertainment

- 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)

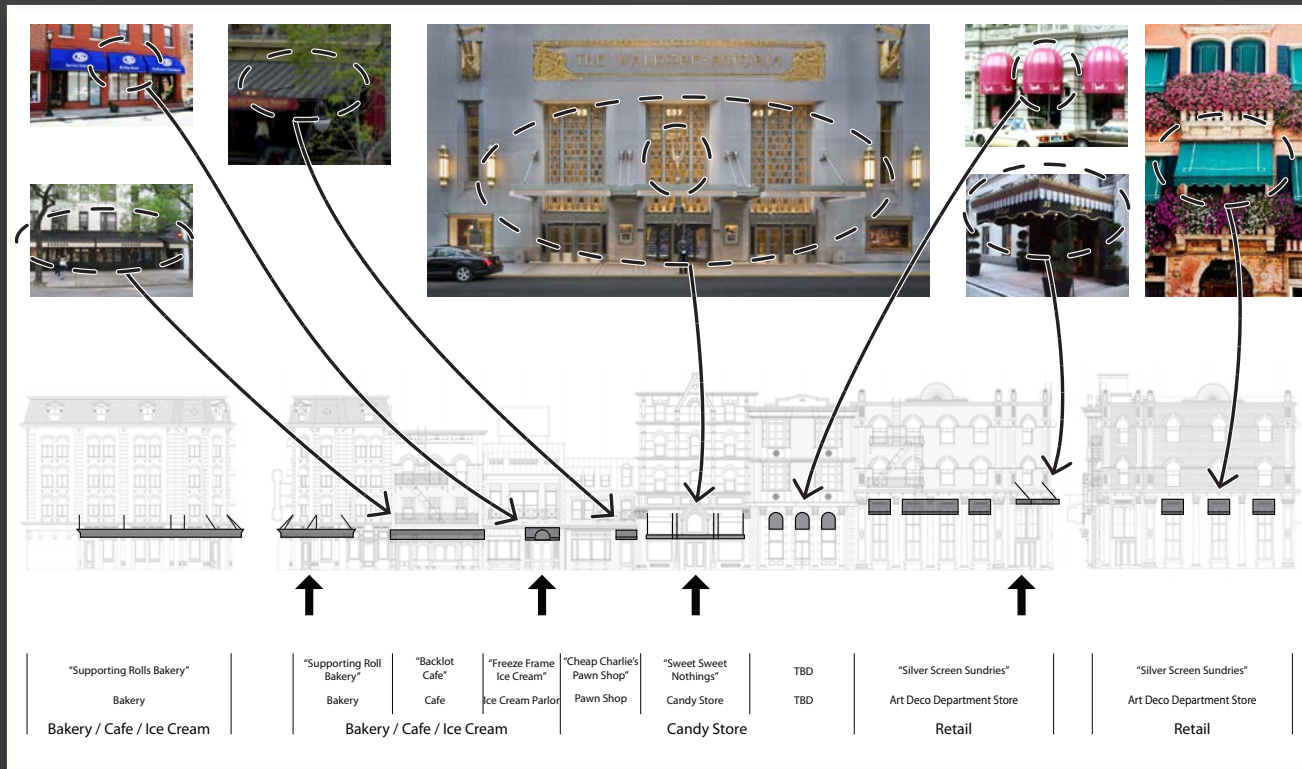
Creative Director – Riva Creative USA

- 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)

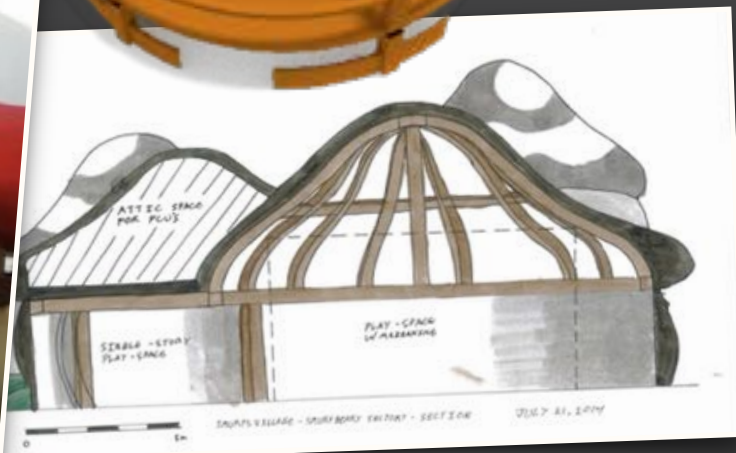
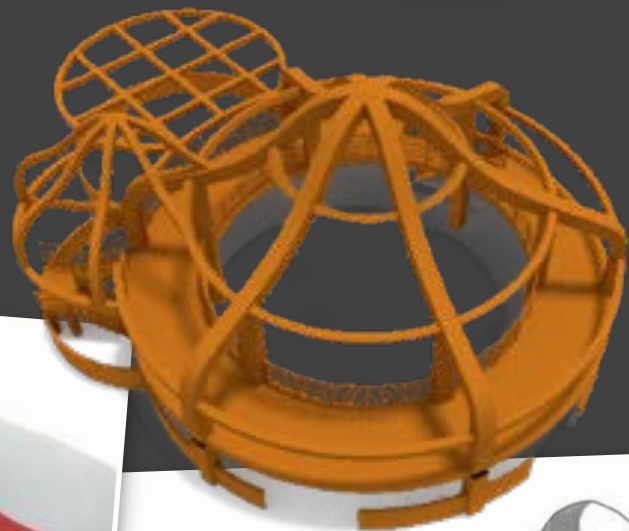
Creative Director – Riva Creative USA

- 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



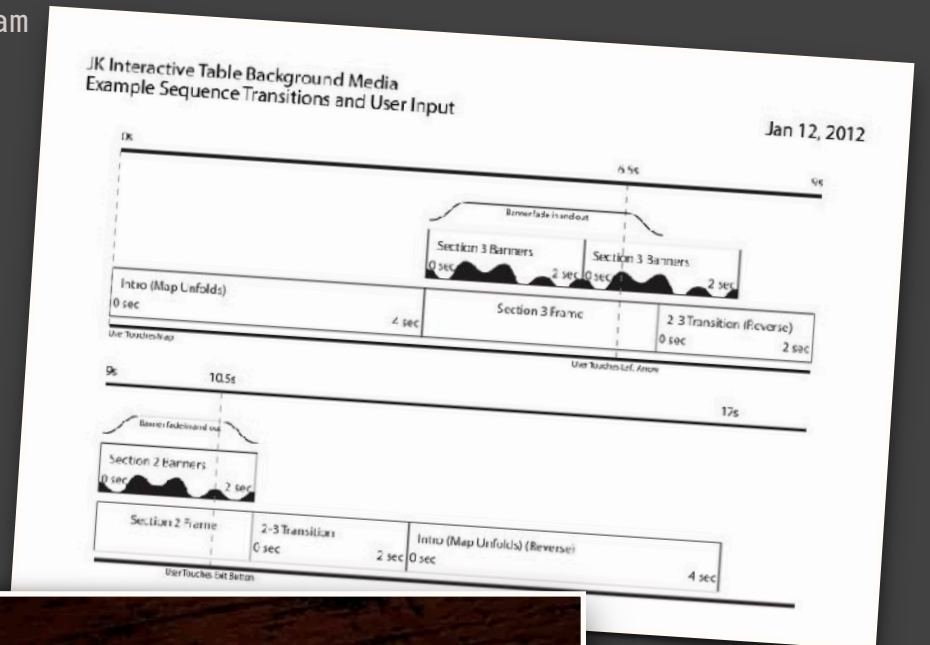
Creative Director – Riva Creative USA for Dubai Parks and Resorts

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

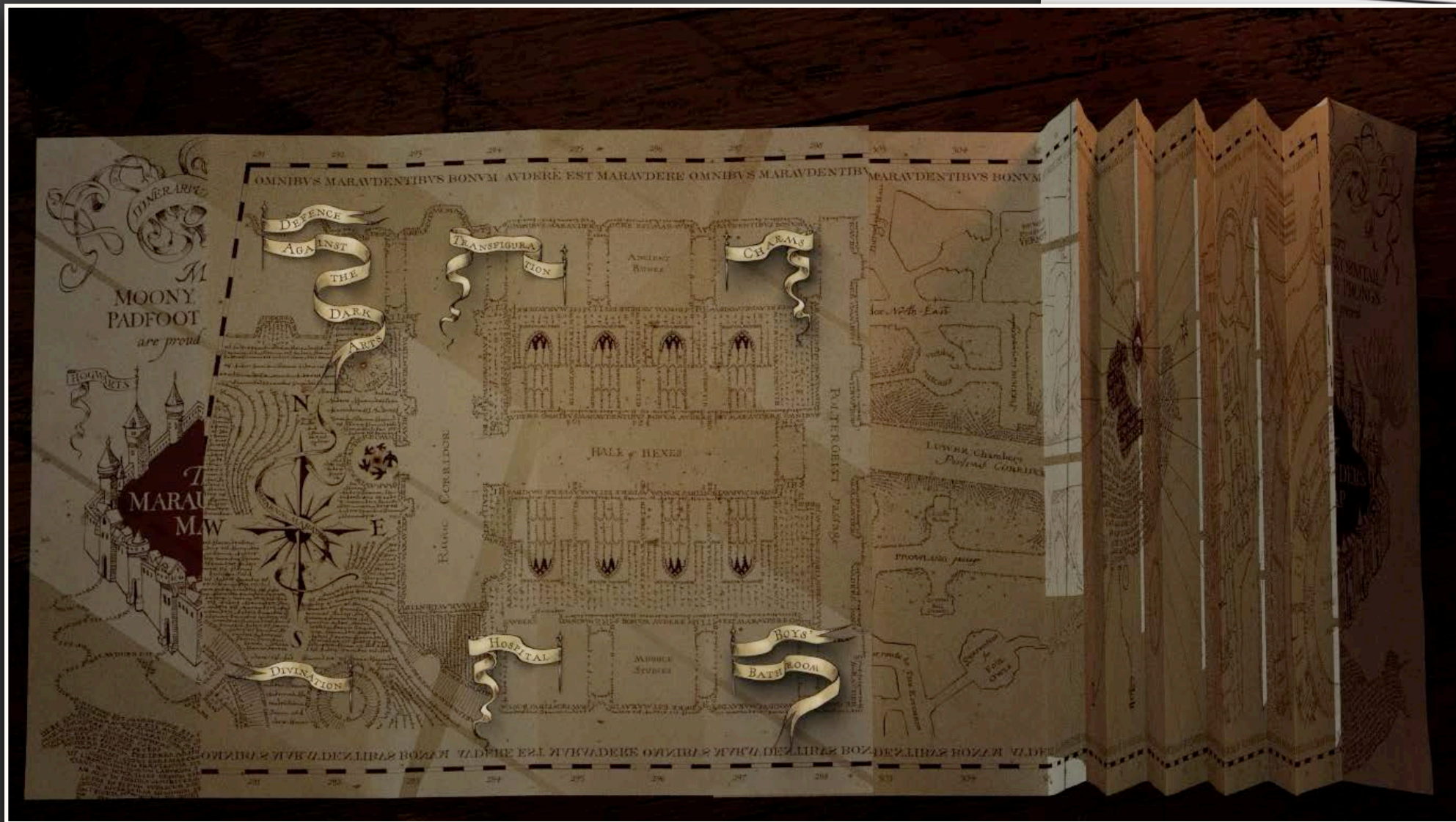
Media Content Creator – Thinkwell Group

- 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.

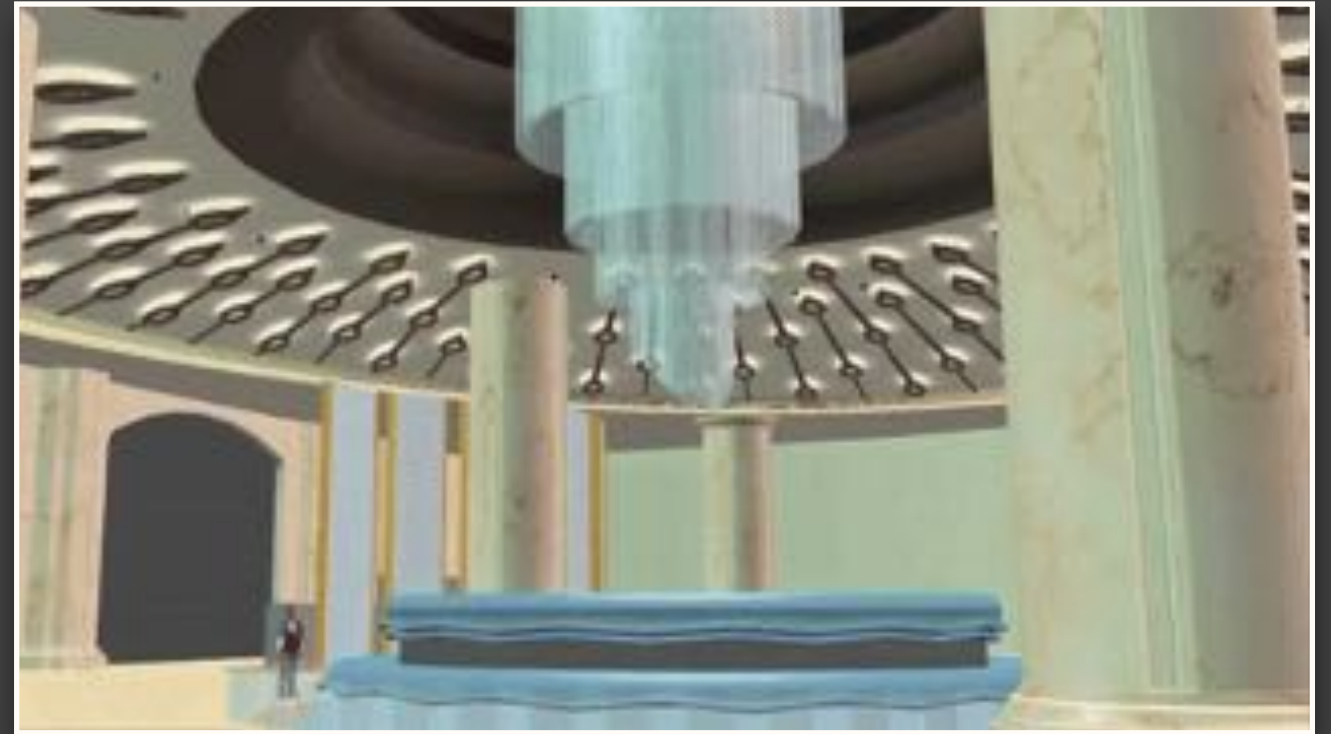
Media Content Creator - Thinkwell Group for Warner Brothers Studio Tour London



Fortune Diamond, Wishing Crystals - Galaxy Macau (2011)

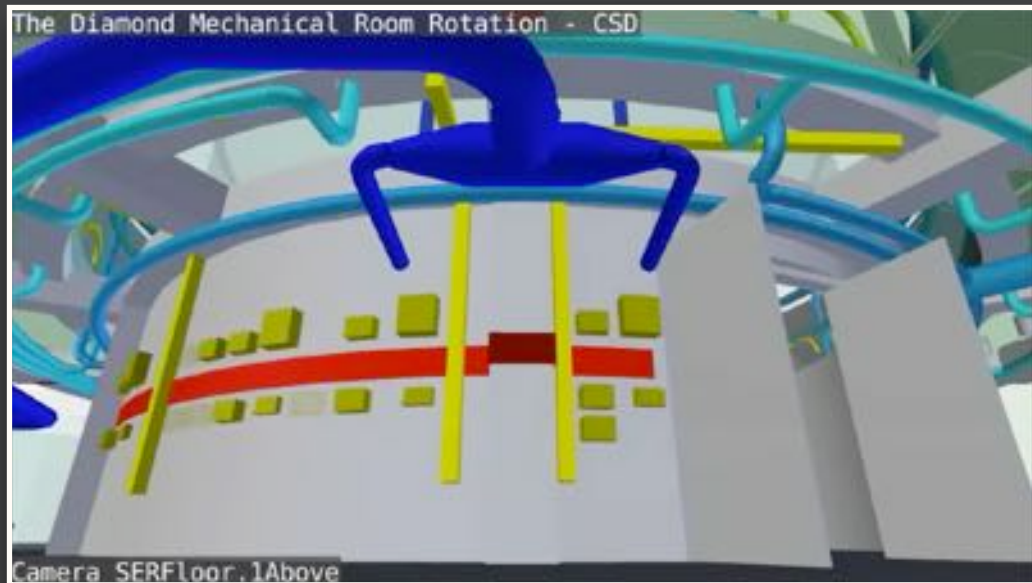
Technical Director - It's Alive Co. for Entertainment Design Corporation

- 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



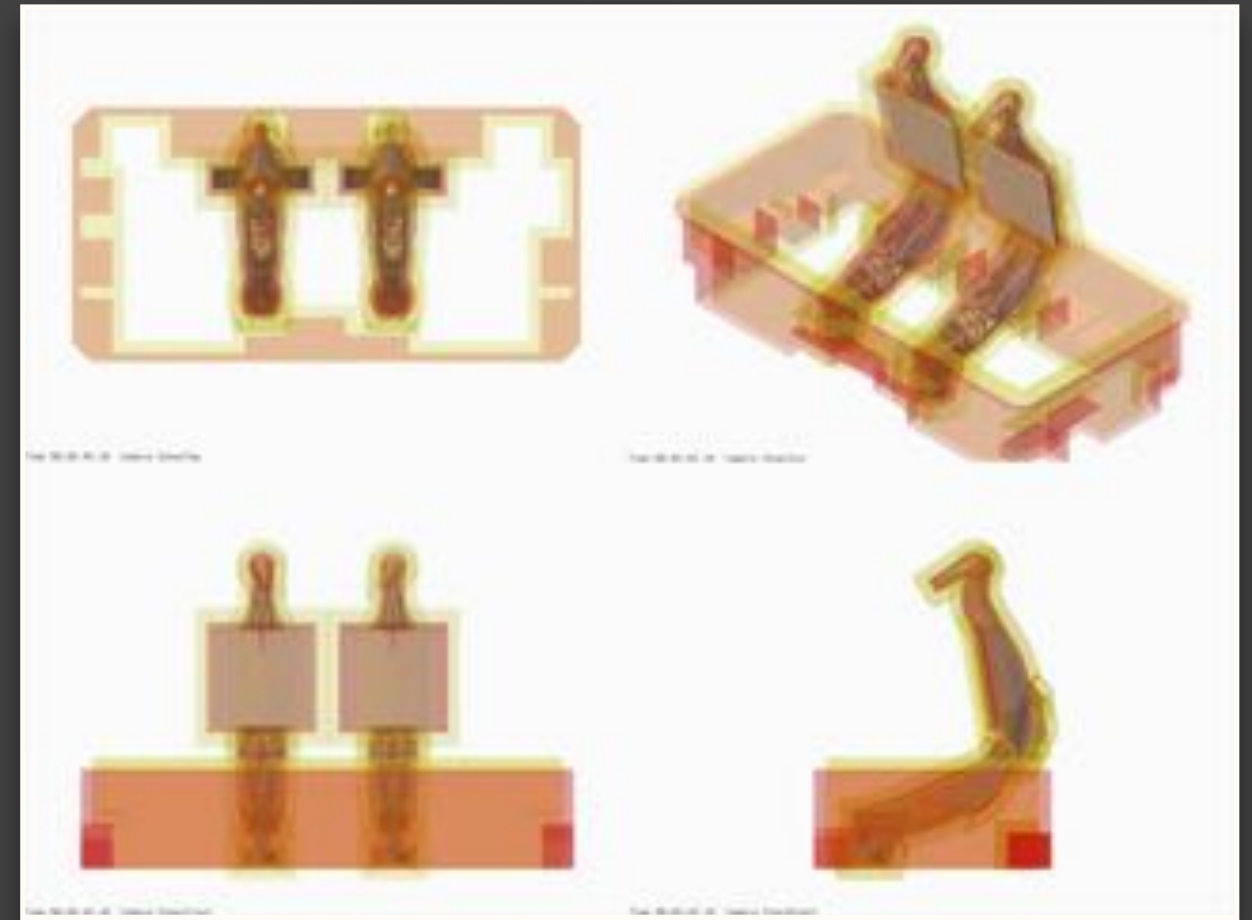
Technical Director - It's Alive Co. for Entertainment Design Corporation



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

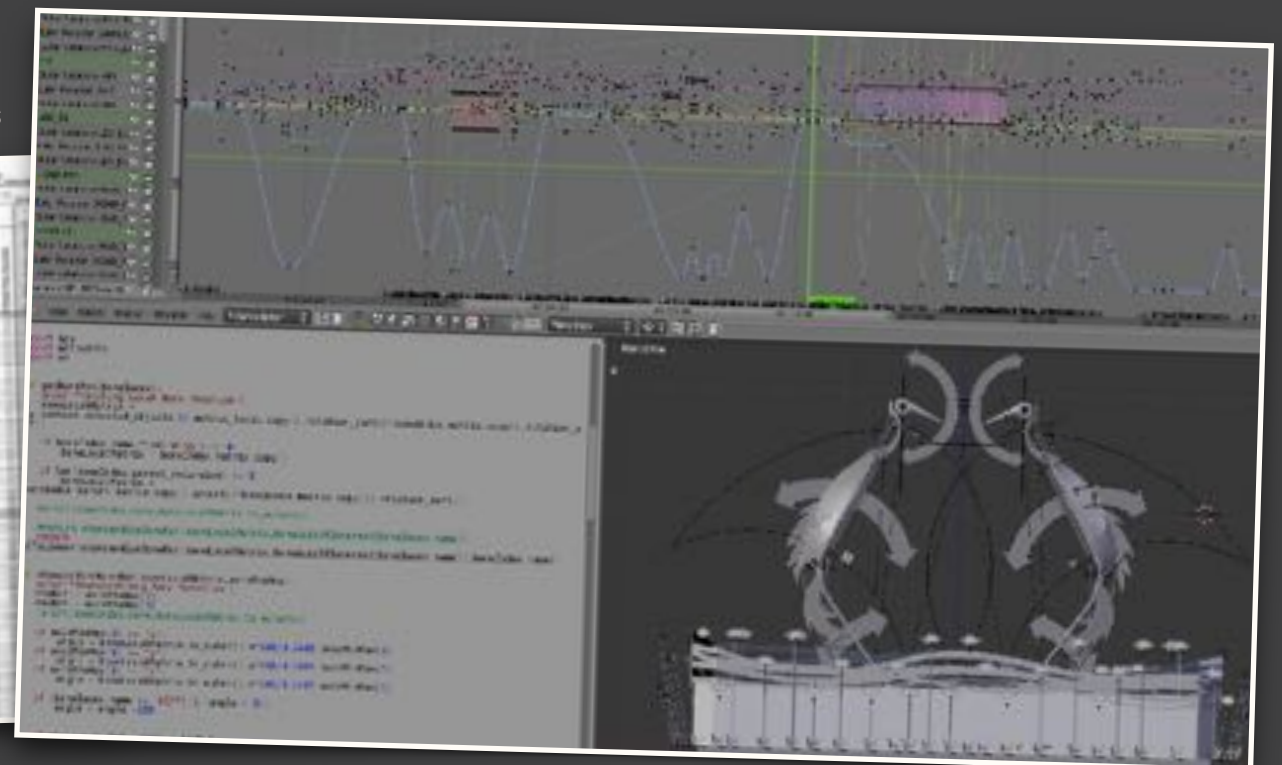
- Show Motion animator for world's largest animatronics, the Crane Dance, per creative intent, synchronized with music, lighting, water effects, and pyrotechnics.
- Created scripts to output physically bound animation data to industrial controller for animation of animatronics.
- Managed multi-national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



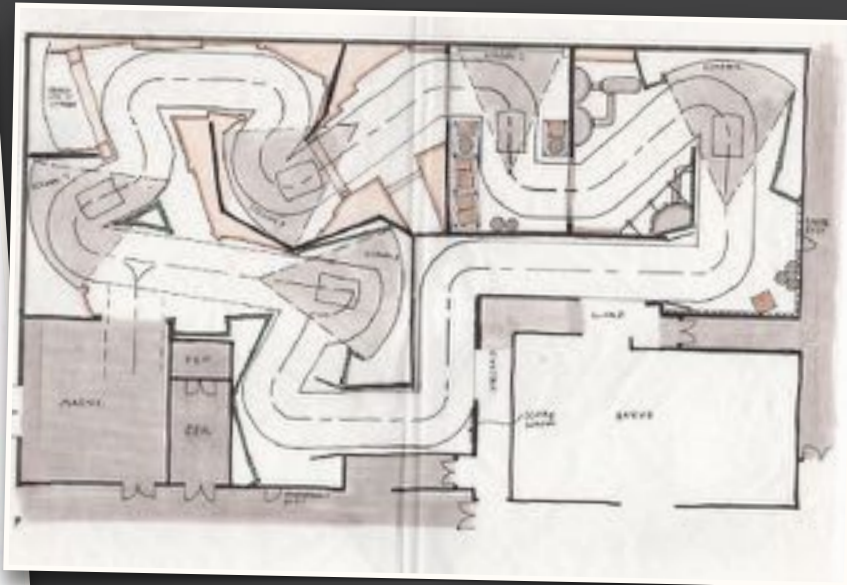
Show Motion Profile Proof

Motion Profile Programming & Exported Data Tables

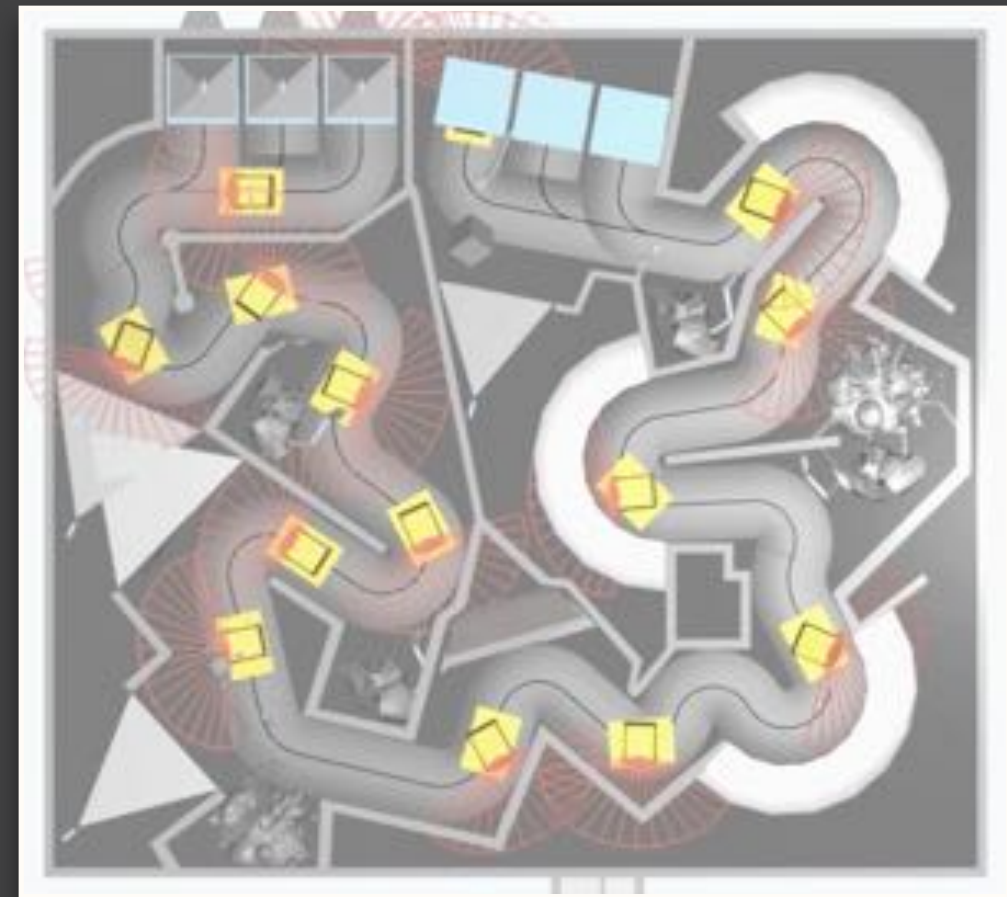
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3	Position Z	0.0	m	0.0	1.0	Sine
4	Rotation X	0.0	deg	0.0	1.0	Sine
5	Rotation Y	0.0	deg	0.0	1.0	Sine
6	Rotation Z	0.0	deg	0.0	1.0	Sine
7	Velocity X	0.0	m/s	0.0	1.0	Sine
8	Velocity Y	0.0	m/s	0.0	1.0	Sine
9	Velocity Z	0.0	m/s	0.0	1.0	Sine
10	Acceleration X	0.0	m/s ²	0.0	1.0	Sine
11	Acceleration Y	0.0	m/s ²	0.0	1.0	Sine
12	Acceleration Z	0.0	m/s ²	0.0	1.0	Sine



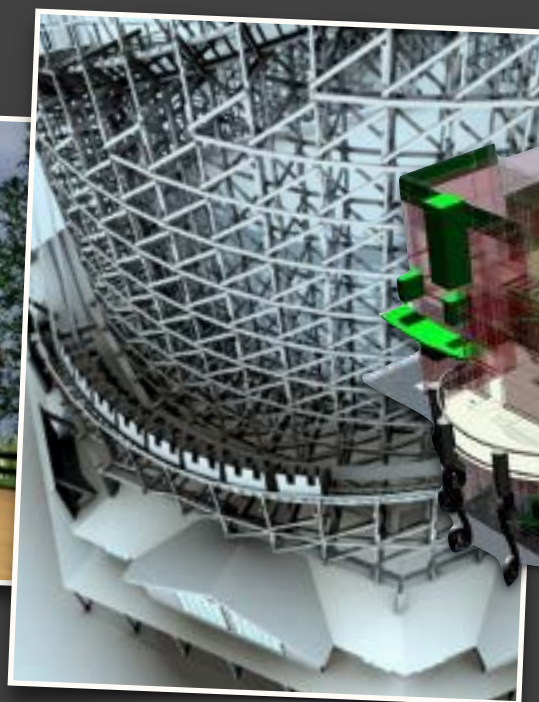
Technical Director - It's Alive Co. for Entertainment Design Corporation



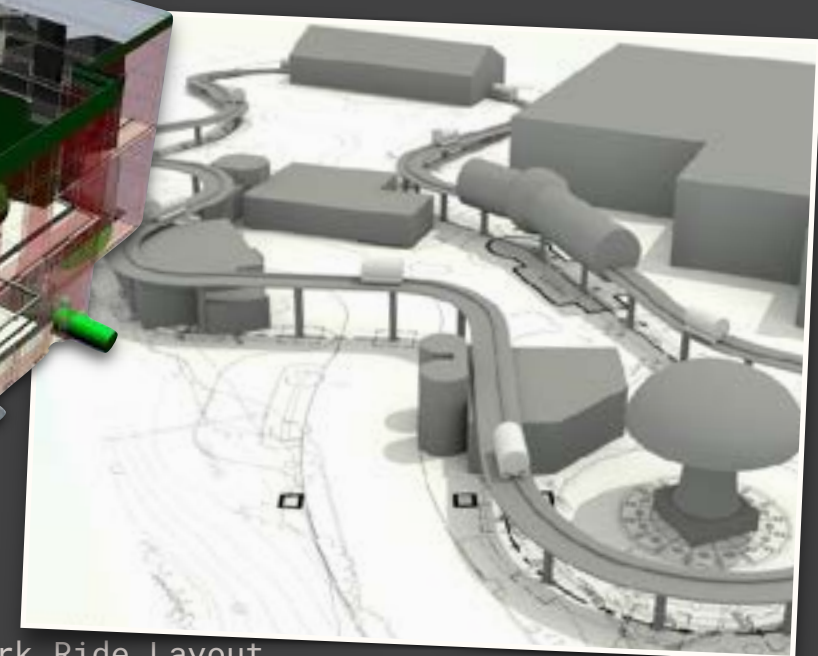
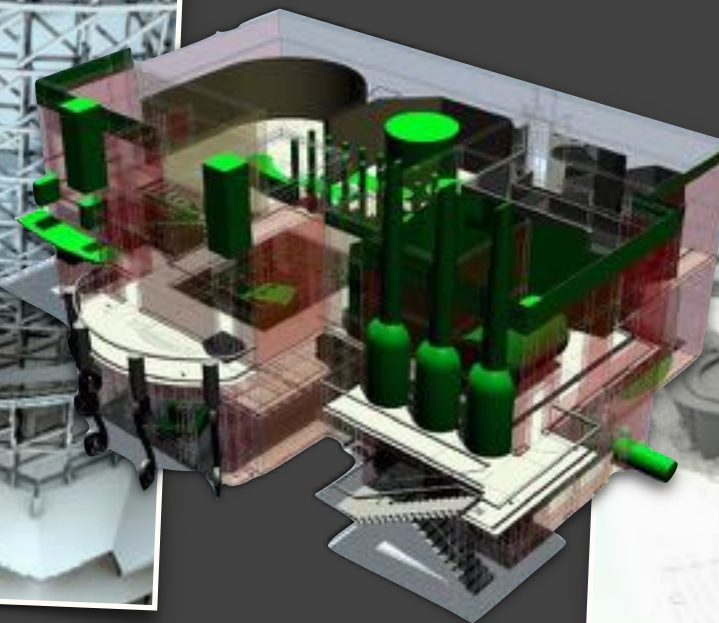
Ride, Show, & BOH Layout



Ride Timing & Sightline Animatic



Attraction & Experience Visualizations



Trackless Interactive Dark Ride Layout

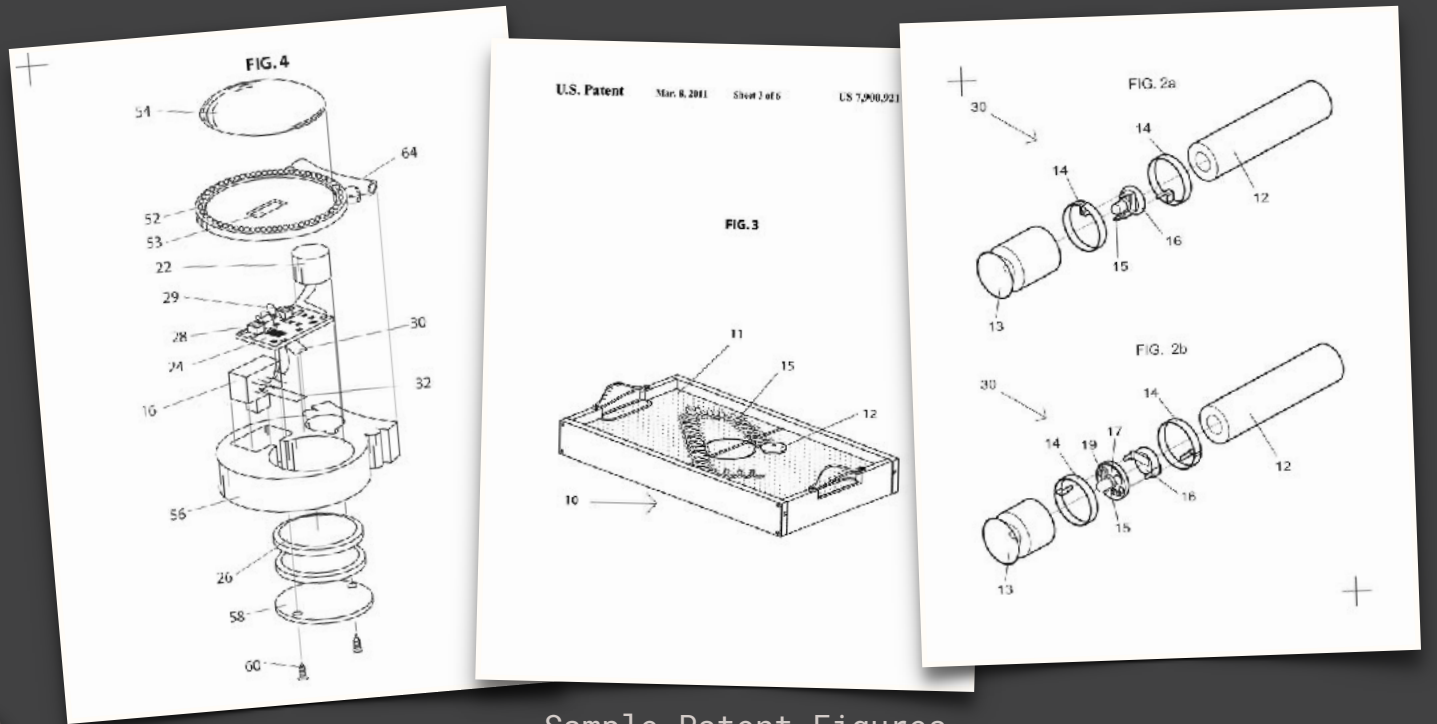
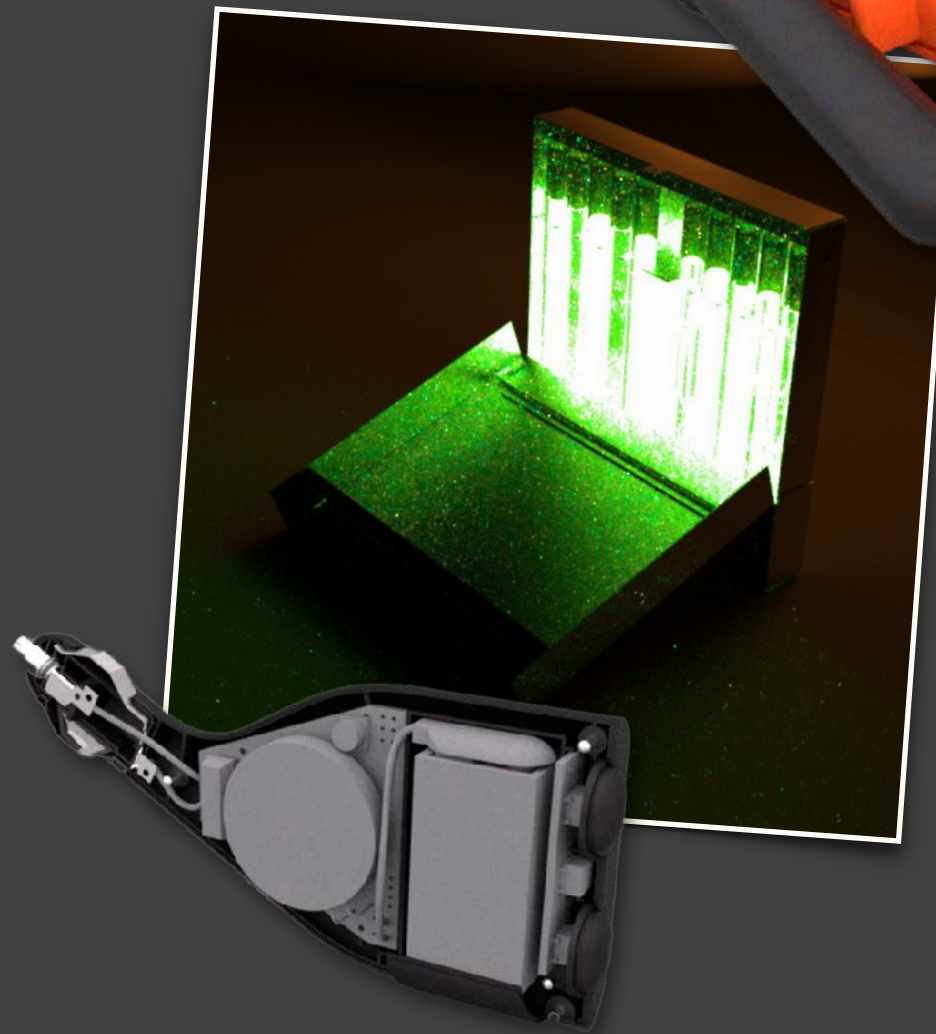
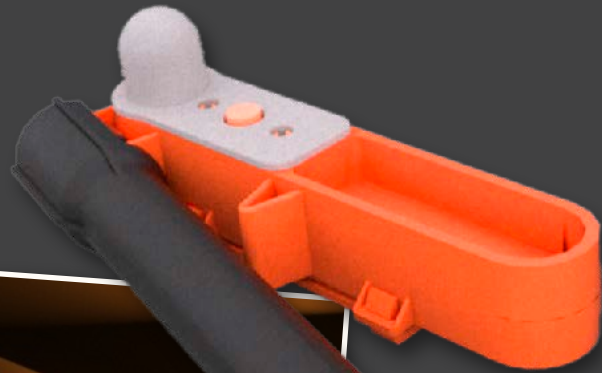


Various Employers for Various Projects

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

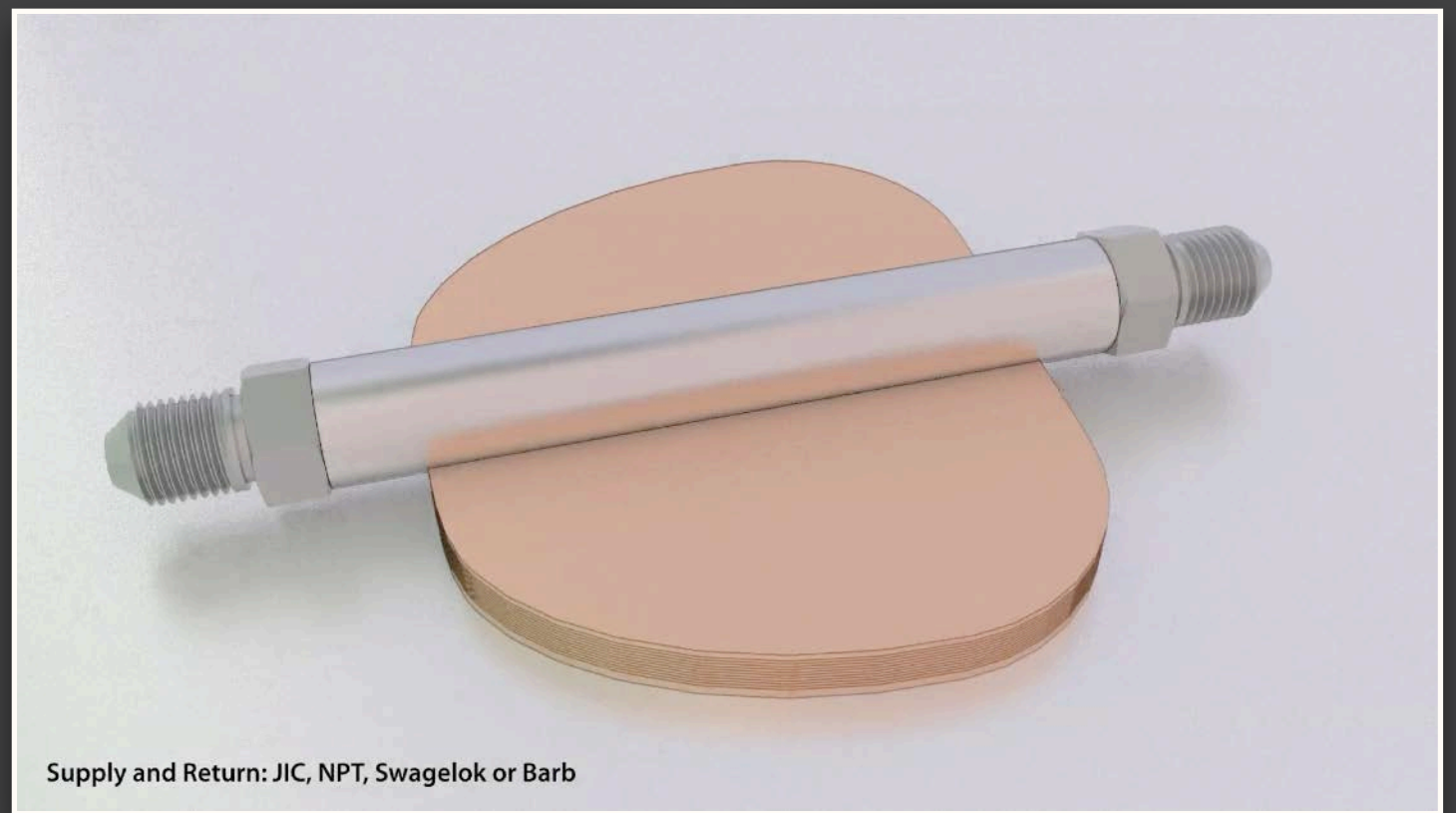
- Worked with small team to develop consumer, commercial, and industrial products.
- Created models, animations, and prototypes for dozens of inventions.
- Produced videos, animations and graphics for products in pre-manufacturing stages.
- Generated hundreds of patent figures for dozens of patents.

Product Industrial Design and Visualizations



Sample Patent Figures

Product Demonstration Video



Industrial Designer - Sierra Innotek Inc.

Experience, Capabilities, & Project Credits

Experience & Capabilities

- 15 years international LBE career experience with projects of all types, in diverse roles – Production, Creative, Management, and Technical – in all phases - from sales through opening - for all major developers, owner, and operators.
- Successfully led creative development on dozens of projects based on blockbuster IPs and evergreen brands in concert with stakeholder and partner requirements and expectation including dark rides, roller coasters, themed retail, theater shows, water parks, and eco parks.
- Proven management capability including team leadership, project scheduling, cost estimating, budgeting, contract development, and oversight on projects representing over \$1 billion in planned capital investment.
- Demonstrated ability to improve quality of projects by resolving conflicts and optimizing designs by anticipating partner needs related to educational content, technology, facility impacts, operations, retail, and F&B resulting in improved visitor experience and partner satisfaction.
- Deep understanding of industry trends and guest experience expectations with the ability to direct a team's efforts to areas of impact to improve guest and brand partner satisfaction.
- Well versed in production aspects of immersive experiences including qualifying vendors, bidding and procurement, managing vendor process and requirements, acceptance testing, field supervision, technology integration, programming, and training & handover
- Extensive experience stewarding design and execution of all types of technology systems through all phases: Lighting, Audio, Video & Show Control, Projection, Special Effects, Water Effects, Flame Effects, Animatronics, Animated Props, and Show Action Equipment.

Tools of the Trade

Software

- Microsoft Office
- Apple Productivity Suite
- Microsoft Project
- Merlin Project
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier
- Final Cut Pro
- Blender
- Solid Works
- AutoCAD
- Draft Sight

Physical

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

Chimelong Marine Science Park - Zhuhai, China
(announced)
Design Director, Technical - The Bezark Company

Perplexiplex, Meow Wolf Denver (2021)
Creative Producer - Themespace

Universal Studios Beijing - Beijing, China (2021)
Creative Producer - The Producers Group

Pacific Rim: Shatterdome Strike, Trans Studio Cibubur, Indonesia (2019)
Creative Producer - Themespace

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 Hetteema 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 Hetteema 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 Hetteema Group

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

THEA
Award
Winning



Rob Palmer is a Themed Entertainment Creative Producer and has been involved with projects from nearly every vantage point including Creative Producer, Creative Director, and Senior Technical Director in all phases, pre-concept through handover.

In addition to expensive design-phases experience, he has worked on projects, and lived on sites, around the world. Rob's field experience includes projects in Asia, Europe, and North America, including Resorts World Singapore, Universal Studios Hollywood, Galaxy Hotel and Casino in Macau, Busch Gardens, and a World Expo in South Korea.

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

He utilizes this diverse experience, as well as his background in product research and design, to anticipate challenges, drive innovative solutions, and lead teams of all disciplines to create unforgettable world-class guest experiences.

In 2018, Rob launched Abstract Concepts Workshop, a consultancy to support creative groups with a variety of services including Integrated Design, Visualization & Simulation, and Pre-Programming Tools. Through ACW, Rob assists teams in unifying creative vision with technical reality, while keeping the guest's perspective in focus.

Rob Palmer
Creative Producer

+1.530.306.9520

Rob.P@AbstractConceptsWorkshop.com

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

Proud member of the

