

BRANDON RUBINO

Designs

DESIGN PORTFOLIO

Table of Contents

2	RESUME
3 - 4	DESIGN MANAGEMENT
5 - 13	EXPERIENCE DESIGN
14 - 19	GRAPHIC DESIGN

Brandon Rubino



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MOST PROUD OF:



DEEP SEE VR: ORCA 360
DESIGNING AND DEVELOPING AN EDUCATIONAL VR ATTRACTION FOR CONCEPT TO OPENING DAY



ABOVE & BEYOND
BEEN GIVEN THE OPPORTUNITY TO WORK BEYOND MY SCOPE BECAUSE OF MY DEDICATION AND ABILITY TO PLAY SEVERAL ROLES DURING A PROJECT.



PERSISTENCE & DRIVE
CARVED MY OWN PATH BY TAKING RISKS IN COLLEGE MIXING SEVERAL CREATIVE DISCIPLINES TOGETHER IN ORDER TO PURSUE A CAREER IN THE THEMED ENTERTAINMENT INDUSTRY.

SKILL SET

Mac OSX ●●●●●	Corel Painter ●●●●●
Adobe Photoshop ●●●●●	Microsoft Office ●●●●●
Adobe Illustrator ●●●●●	AutoCAD ●●●●●
Adobe InDesign ●●●●●	Adobe After Effects ●●●●●

EDUCATION

Columbia

COLLEGE CHICAGO

BACHELORS OF ART, INTERDISCIPLINARY STUDIES:
GRAPHIC DESIGN & SCENIC DESIGN FOR THEMED ENTERTAINMENT
CHICAGO, ILLINOIS MAY 2013



EXPERIENCE

2019 **WALT DISNEY WORLD – DISNEY RETAIL CREATIVE** (CONTRACT)
CONTRACT VISUAL MERCHANDISING GRAPHIC DESIGNER
-CREATION OF NEW IN PARK RETAIL GRAPHICS FOR BOTH ORLANDO & ANAHEIM PARKS.
-PRODUCTION WORK PRINTING, MOUNTING & CUTTING NEW SIGNAGE & VISUAL MERCHANDISING ELEMENTS.
-WORKING WITH HIGHLY SENSITIVE CONFIDENTIAL IP AND BRANDS.

2018 – 2019 **SEAWORLD PARKS & ENTERTAINMENT** (CONTRACT)
FREELANCE EXPERIENCE DESIGNER/GRAPHIC DESIGNER
-GRAPHIC DESIGN FOR THE CULINARY SECTION AT SESAME STREET.
-DESIGNS AND PRINT FILES CREATED FOR FOOD TUCKS, FOOD MENUS & VARIOUS SIGNAGE IN LAND.
-CREATIVE MANAGEMENT FOR SESAME SIPS BUILDING, WITH EXTERIOR DESIGN, MATERIAL & PAINT CALLOUTS.
-GRAPHIC DESIGN & CREATIVE MANAGEMENT FOR VARIOUS MERCHANDISE CARTS AND STANDS IN THE LAND.

2018 – 2019 **BRPH** (CONTRACT)
FREELANCE EXPERIENCE DESIGNER/GRAPHIC DESIGNER
-WORKED ON NEW CONCEPTS FOR SHOW SET PROPS ON A UNIVERSAL STUDIOS BEIJING PROJECT.
-REQUIRED EXTENSIVE RESEARCH OF MAJOR IPS FOR CONCEPTS AND GRAPHIC DESIGN.
-CREATED MAJOR KEY CONCEPT MOCK UPS BASED ON DIRECTOR & ARTIST NOTES, IP, & CREATIVE NARRATIVES.
-PUT TOGETHER DELIVERABLES IN A 100+ PAGE DESIGN PACKAGE, WITH CONCEPTS & BUILD NOTES.

2017 – 2018 **BRPH** (CONTRACT)
FREELANCE EXPERIENCE DESIGNER
-DESIGNED AND DEVELOPED NEW CONCEPTS FOR THEMED LANDS AND ATTRACTIONS IN THE CHINA MARKET.
-DEVELOPED AND CONSTRUCTED PRESENTATION DESIGN DECKS AND MASTER CONCEPT STYLE GUIDES.
-DEVELOPED NEW EXHIBIT AND ATTRACTION CONCEPTS FOR KENNEDY SPACE CENTER.
-CREATED DESIGN DECKS AND CONCEPT ART PIECES RELATED TO THE PROJECTS.

2015 – 2017 **SEAWORLD PARKS & ENTERTAINMENT** - CORPORATE
THEME PARK EXPERIENCE ENVIRONMENTAL GRAPHIC DESIGNER
-GRAPHIC DESIGNER ON VARIOUS SIGNS, LOGOS, AND IN PARK VISUALS AT ALL 8 PARKS IN US.
-CREATIVE MANAGER FOR A VR ATTRACTION DEVELOPING DESIGNS, CONCEPTS & LEADING VENDORS.
-WORKED ON ATTRACTION NARRATIVES, BLUE SKY, AND NEW LAND CONCEPTS.
-DEVELOPED NEW INTERIOR/EXTERIOR CULINARY & RETAIL DESIGNS WITH MATERIAL, BUILD, & PAINT CALLOUTS.



Experience Design

A horizontal arrangement of overlapping shapes: a yellow rectangle with blue speckles on the left, a blue circle in the center, and a cyan triangle on the right. A pink grid pattern is visible behind the top of the blue circle. Below the shapes is a horizontal line of seven pink dots.

SeaWorld Store

THE SEAWorld STORE WAS KNOWN AS THE EMPORIUM – THE FLAGSHIP RETAIL LOCATION AT SEAWorld ORLANDO. FOR THIS PROJECT I WAS THE CREATIVE MANAGER WHO WORKED WITH THE DESIGNERS AND ARCHITECTS ALONG WITH THE RETAIL TEAM TO GIVE FINAL CREATIVE APPROVALS. I WORKED WITH THE RETAIL TEAM TO ENSURE ALL THEIR OPERATIONAL NEEDS WERE MET AND THAT THE DESIGN MET COMPANY STANDARDS.

WORKING WITH THE ARCHITECTS' AND DESIGNERS I APPROVED STORE LAYOUT, FIXTURE FINISHES, MATERIAL SELECTIONS, AND WORKED WITH THEM THROUGH BUDGET CHANGES. THIS ROLE ALSO INVOLVED ART DIRECTING THE TEAM TO ENSURE DESIGNS MATCH THE THEME AND MESSAGE THE CREATIVE TEAM HAD SET FOR THE STORE.



SESAME STREET

at SeaWorld
ORLANDO

FOR SESAME STREET I WAS THE LEAD DESIGNER FOR ALL THE GRAPHICS RELATED TO THE CULINARY SECTION OF THE NEW LAND. THE MAIN GRAPHICS PACKAGES INCLUDED DESIGNS FOR NEW FOOD TRUCKS, ALL THE CULINARY MENUS AND CREATION OF NEW LOGOS. IN ADDITION, I WAS TO COME UP WITH NEW CONCEPTS FOR THE OVERALL LOOK OF THE MAIN QUICK SERVICE DRINK AND SNACK BUILDING. THIS INVOLVED SELECTING PAINT COLORS, MATERIAL CALLOUTS FOR ACCENTS, COUNTER TOPS, AND AWNING FABRICS.

I ALSO WORKED ON GRAPHICS FOR VARIOUS LAND SIGNAGE CREATING ORIGINAL DESIGNS, DOING EDITS AND ADJUSTMENTS FOR EXISTING SIGNAGE AND CREATING PRINT FILES FOR VENDORS. I ALSO DEVELOPED VARIOUS VINYL WRAPS FOR MERCHANDISE CARTS, ICE CREAM COOLERS AND RETAIL KIOSKS. THIS PROJECT INVOLVED WORKING DIRECTLY WITH THE IP HOLDERS TO ENSURE THE CHARACTERS AND THEMING WERE BEING USED CORRECTLY PULLING FROM PAST STYLE GUIDES TO CREATE A NEW STYLE GUIDE FOR THE THEME PARK.



FOOD TRUCK: YUMMY YUMMY NOM NOMS MENU

Layer 1
Slide-in Poster Frame
Simple steel poster frame with
backer slotted into food truck.

Layer 2
Stained Wood Frame
1x4 wood plank decor frame
added to support framework.

Poster frame should have
1" border to hold and
support menu.

Menu is one large vinyl print
piece, due to size should be
loaded into frame from
side.

PPG 1252-7
Torrid Turquoise

SeaWorld
ORLANDO

DESIGNER:
Brandon Rubino
ART DIRECTOR:
Amanda Trauger
PROJECT COORDINATOR:
Kat Gerding

REVISIONS:
1. 01.08.2019
2. 02.12.2019
3. 03.01.2019
4. 03.14.2019

SHEET TITLE:
Graphic Design
Concepts

SHEET NO.:

FOOD TRUCK: YUMMY YUMMY NOM NOMS MENU

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Simple steel poster frame with
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Layer 2
Stained Wood Frame
1x4 wood plank decor frame
added to support framework.

Poster frame should have
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support menu.

Menu is one large vinyl print
piece, due to size should be
loaded into frame from
side.

PPG 17-10
Tuttu Frutti

SeaWorld
ORLANDO

DESIGNER:
Brandon Rubino
ART DIRECTOR:
Amanda Trauger
PROJECT COORDINATOR:
Kat Gerding

REVISIONS:
1. 01.08.2019
2. 02.12.2019
3. 03.01.2019
4. 03.14.2019

SHEET TITLE:
Graphic Design
Concepts

SHEET NO.:





Sesame Sips

REPLACE WITH FINAL PRODUCT IMAGE

PINEAPPLE SMOOTHIE

STRAWBERRY SMOOTHIE

BLUEBERRY SMOOTHIE

RASPBERRY SMOOTHIE

ALL SMOOTHIES MADE WITH REAL FRUIT, ORANGE JUICE, AND SERVED IN A TAKE HOME SOUVENIR JAR! **\$12.99 EACH**

Sesame Sips

ICEE
TWIST CREAM DRINKS

COCA-COLA ICEE
WITH VANILLA SOFT SERVE

WILD CHERRY ICEE
WITH VANILLA SOFT SERVE

BLUE RASPBERRY ICEE
WITH VANILLA SOFT SERVE

\$6.99 EACH

ON THE GO SNACKS

FRESH FRUIT CUP
\$3.89

STRING CHEESE
\$1.25

GARDEN SALAD
RASPBERRY PINACOLLE OR RANCH DRESSING
\$4.29

MONSTER COOKIE
\$8.99



Sesame Sips

REPLACE WITH FINAL PRODUCT IMAGE

BIG BIRD'S PINEAPPLE DELIGHT

ABBY'S STRAWBERRY SPARKLE

COOKIE'S BLUEBERRY BLISS

ELMO'S ROCKIN' RASPBERRY

ALL SMOOTHIES MADE WITH REAL FRUIT, ORANGE JUICE, AND SERVED IN A TAKE HOME SOUVENIR JAR! **\$12.99 EACH**

Sesame Sips

ICEE
TWIST CREAM DRINKS

COCA-COLA ICEE
WITH VANILLA SOFT SERVE

WILD CHERRY ICEE
WITH VANILLA SOFT SERVE

BLUE RASPBERRY ICEE
WITH VANILLA SOFT SERVE

\$6.99 EACH

ON THE GO SNACKS

FRESH FRUIT CUP
\$3.89

STRING CHEESE
\$1.25

GARDEN SALAD
RASPBERRY PINACOLLE OR RANCH DRESSING
\$4.29

COOKIE MONSTER'S CHOCOLATE CHIP
\$8.99

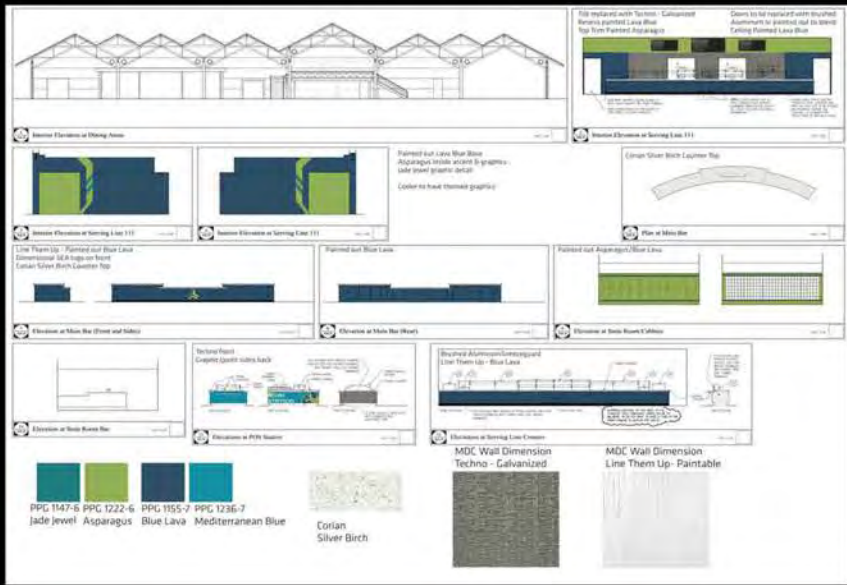




WATERWAY GRILL AT INFINITY FALLS WAS AN INTERIOR/EXTERIOR CULINARY REFRESH PROJECT. I WAS BROUGHT IN LAST MINUTE TO RE-THEMED THE NEW SPACE CONNECTING IT TO THE STORYLINE OF THE NEW ATTRACTION TAKING OVER THE SURROUNDING LAND. WITH PRE-APPROVED ARCHITECTURE DRAWINGS, ALL ADDITIONAL CONCEPTUAL DESIGNS INCLUDING MATERIAL SELECTION CALLOUTS WERE COMPLETED WITHIN 3 DAYS.

WHAT USED TO BE THE HOSPITALITY HOUSE BREWING ANHEUSER-BUSCH PRODUCTS IS NOW WATERWAY GRILL; A GREENHOUSE/MESS HALL ATTACHED TO THE RESEARCH LAB AND BASE CAMP FOR THE INFINITY FALLS EXPEDITION TEAM. WORKING AS THE DESIGNER I HAD TO SELECT NEW PAINT COLORS AND GRAPHICS, SLIP-RESISTANT FLOORING AND TILE LAYOUT, WALL AND BAR MATERIALS, AND COUNTER TOPS. I WORKED CLOSELY WITH THE CULINARY TEAM, PROJECT MANAGERS, AND ARCHITECTS WHILE ACTING AS A CREATIVE MANAGER LEADING SCENIC PAINT AND SET DRESSING TEAMS DURING THE PRODUCTION PHASE.







SPANKY'S FRESH CUT FRIES WAS A QUICK TURNAROUND REFRESH FOR SEAWORLD SAN ANTONIO. THE TEAM IN TEXAS IS VERY RESOURCEFUL WITH AN AMAZING FABRICATION SHOP SO THIS ENTIRE PROJECT WAS BUILT IN PARK WITH NO OUTSIDE VENDORS. FOR THIS DESIGN I USED EXISTING ELEMENTS IN THE AREA TO SUCH AS THE CORRUGATED METAL AND A GREEN ACCENT COLOR TO TIE THE LOOK INTO THE NEIGHBORING RESTAURANT HARBOR MARKET. I ALSO CREATED A GRAPHICS PACKAGE THAT COULD BE USED TO BRAND THIS LOCATION INTO A PARK STABLE.



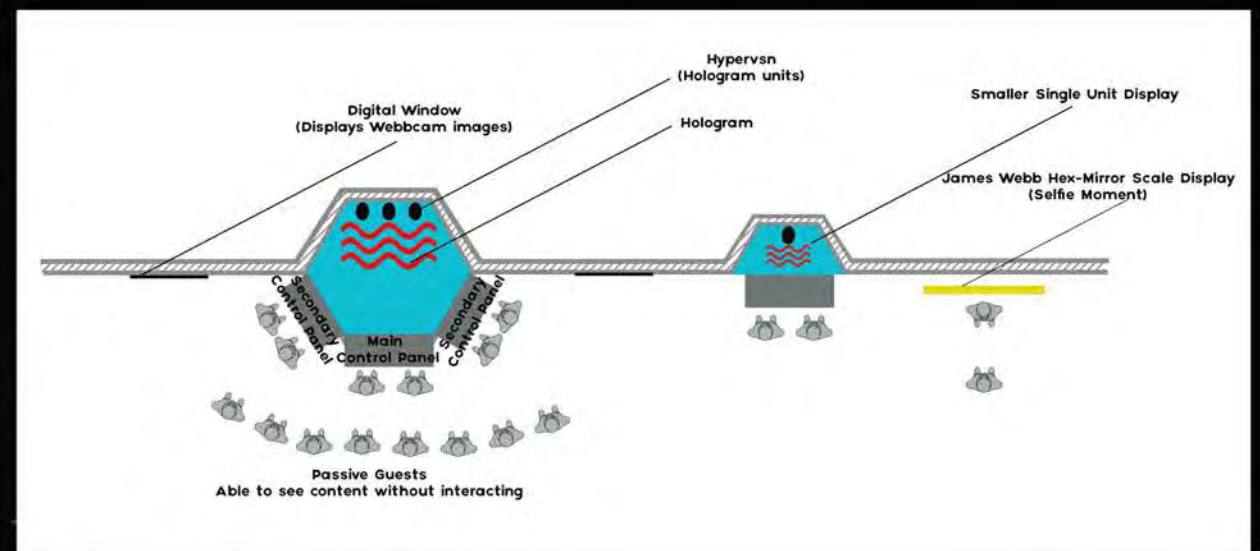
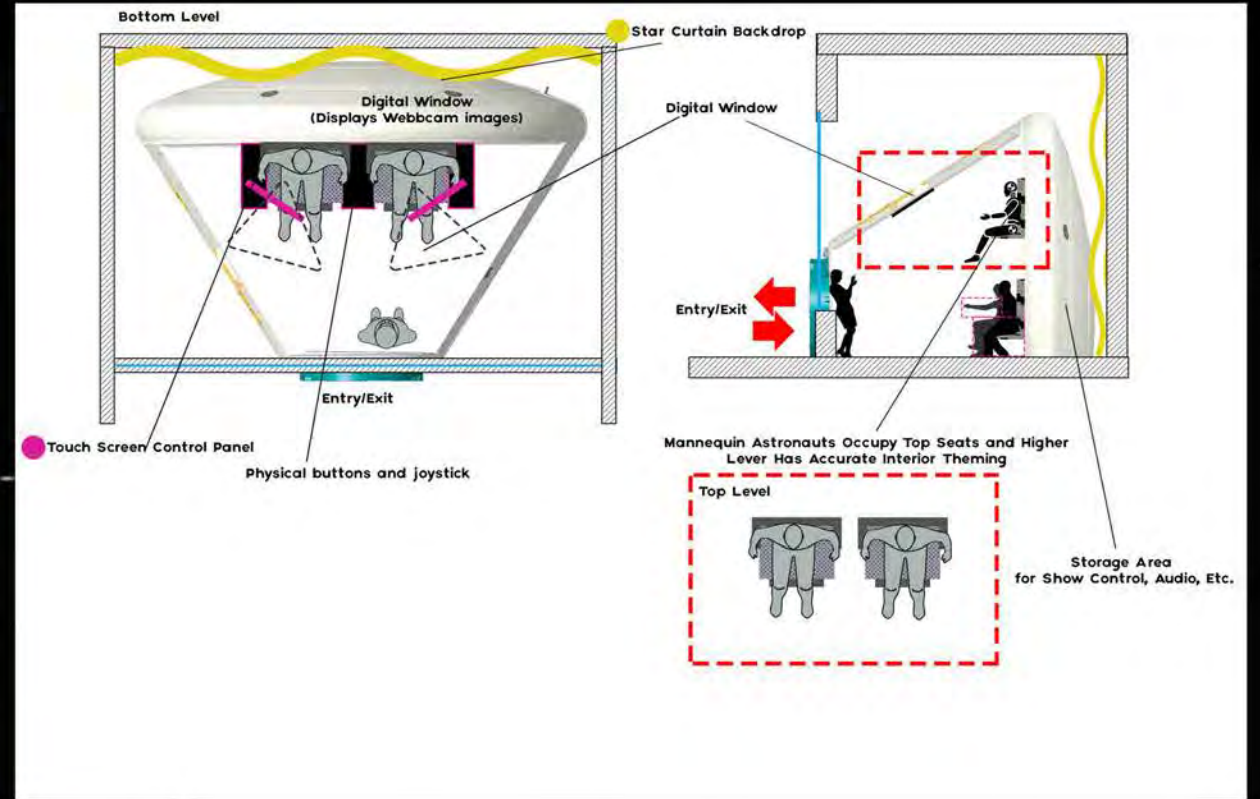


Kennedy Space Center

VISITOR COMPLEX

FOR KENNEDY SPACE CENTER, I WORKED ON A DESIGN TEAM TASKED WITH DEVELOPING A NEW EXHIBIT SPACE AROUND THE IDEA OF DEEP SPACE TRAVEL AND THE FUTURE. THIS CONCEPT CENTERED AROUND A NEW MAIN ATTRACTION AND A HIGH TECH INTERACTIVE SPACE STATION THEMED EXHIBIT HALL.

THIS PROJECT INVOLVED RESEARCH INTO CURRENT AND FUTURE DEEP SPACE PROJECTS, NEW INTERACTIVES, AND HOLLYWOOD STYLE SPACE TRAVEL THEMING THAT CREATES NEW FRESH STORIES FOR AN INSTAGRAMABLE EXHIBIT. I ALSO PUT TOGETHER THE PRESENTATION DECKS, AND WAS A PART OF THE TEAM PITCHING NEW CONCEPTS TO KSC.



Graphic Design

PENGUIN ENCOUNTER

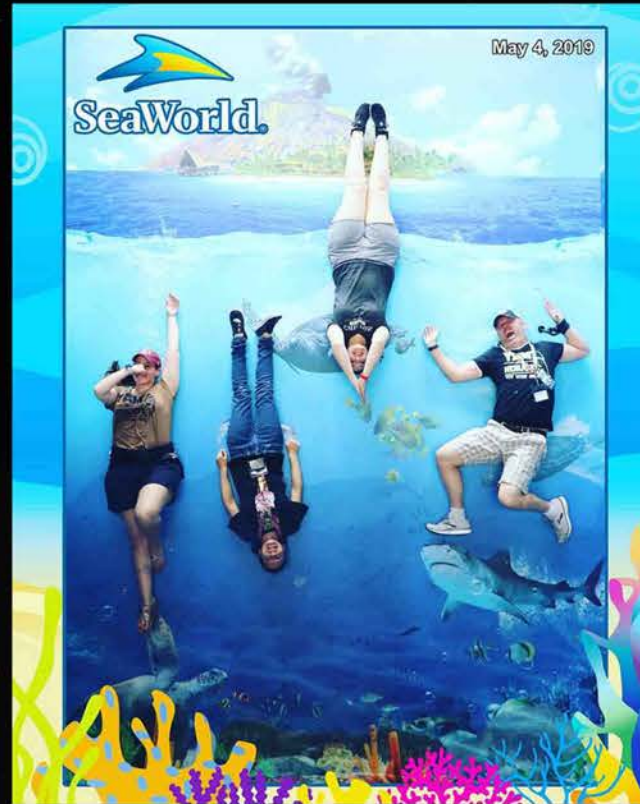
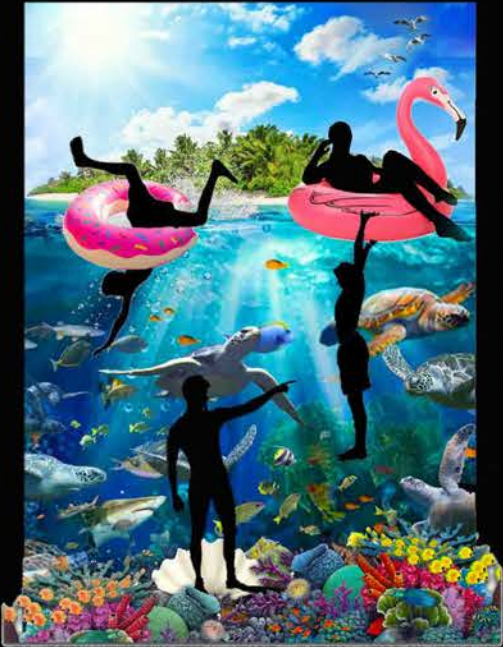
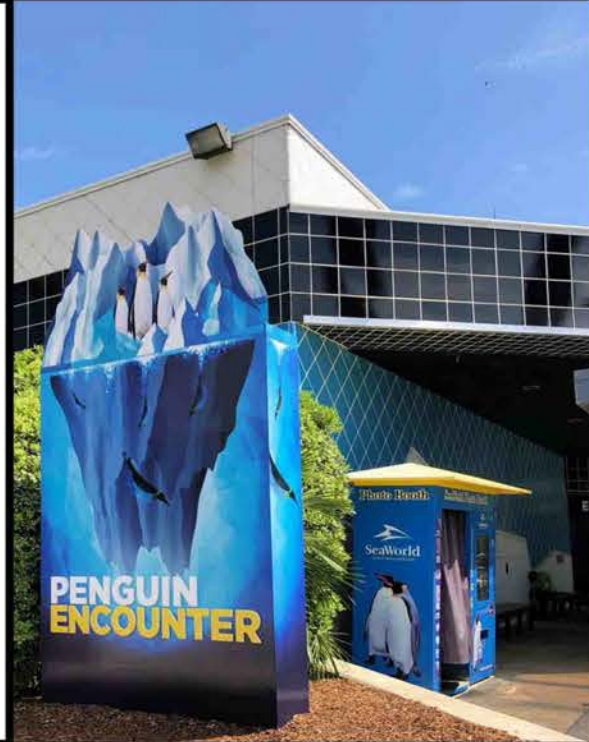
SeaWorld
San Antonio



CONCEPT



EXISTING



Option A

Epcot World Showcase Passport Future Display Graphics



Walt Disney
Theme Park
Merchandise

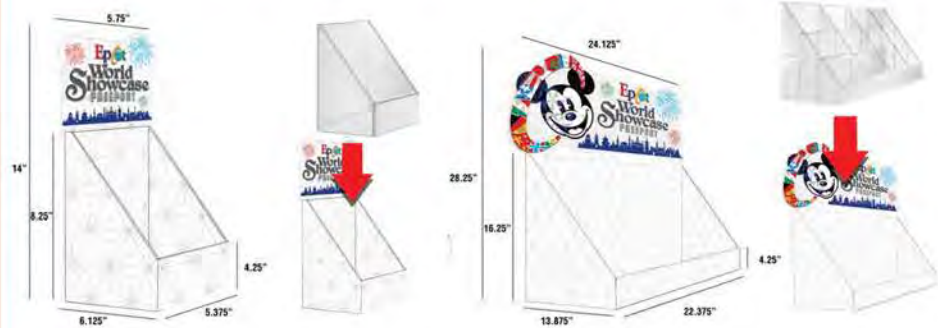
ART REFERENCE ONLY
PAGE 1 OF 4

CONCEPT ONLY
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This Art is proprietary and confidential to Disney

OWD: XX
DATE: 06/11/2019
GRAPHIC TYPE: Future Graphic
PROJECT NAME: World Showcase Passport
LOCATION: Epcot
MANAGER: Rebecca Atterbury
ARTIST: Brandon Rutledge
MANAGER EMAIL: rebecca.atterbury@disney.com
ARTIST EMAIL: brandon.rutledge@disney.com

Option A

Epcot World Showcase Passport Future Display Graphics



A thin 1/8\"/>

Walt Disney
Theme Park
Merchandise

ART REFERENCE ONLY
PAGE 2 OF 4

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Option A

Epcot World Showcase Passport Future Display Graphics



*Graphics not shown in scale
Geometric pattern to be the same scale on both fixtures*

Walt Disney
Theme Park
Merchandise

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PAGE 3 OF 4

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