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EXPERIENCE

2022 DISNEY PARKS, EXPERIENCES, & PRODUCTS (CONTRACT) RETAIL CREATIVE DESIGN MANAGER 50+ PROJECTS

- CRITICAL LEADERSHIP ROLE THAT MANAGES THE RETAIL CREATIVE DESIGN TEAM PRODUCING STYLE GUIDES, CONCEPTS, AND RETAIL SIGNAGE ACROSS ALL DISNEY OWNED FRANCHISES, FOR MASS RETAIL IN NORTH AMERICA.
- WORKED EXCLUSIVELY WITH DISNEY/PIXAR/STAR WARS/MARVEL IP AND EMBARGOED PROPERTIES TO DEVELOP FIRST LOOKS AND CONCEPTS.
- LEAD AND DEVELOPED THE CREATIVE TEAM TO SUCCESSFULLY ACTIVATE BRAND AND CONTENT STRATEGIES IN RETAIL PLANNING, MANAGING RESOURCES AND PROCESSES TO ENSURE OPTIMAL TEAM PERFORMANCE AND EFFICIENCY, COLLABORATED IN THE PLANNING, IDENTIFYING, AND DEVELOPING FOR UPCOMING BRANDS/PROPERTIES IN THE FUTURE.

- KEY POINT OF CONTACT FOR DESIGN APPROVALS AND DIRECTION ON ALL NORTH AMERICAN RETAIL, AND CONTRACT VENDORS ON VARIOUS PROJECTS INCLUDING THE DEVELOPMENT AND INSTALL OF THE D23 EXPO MARKETPLACE & D100.

2019 WALT DISNEY WORLD (CONTRACT) VISUAL MERCHANDISING GRAPHIC DESIGNER 50+ PROJECTS

- PRODUCED NEW RETAIL GRAPHICS AND SIGNAGE FOR BOTH ORLANDO & ANAHEIM DISNEY PARKS AND VARIOUS DISNEY CRUISE LINE SHIPS.
- PRODUCTION EXPERIENCE WITH LARGE SCALE PRINTERS/PLOTTERS, MOUNTING AND CUTTING VINYL WITH ON SITE INSTALLATION.

2019 - 2022 ON LOCATION (CONTRACT) EXPERIENCE DESIGNER/GRAPHIC DESIGNER 10+ PROJECTS

- COLLABORATED ON PRINT GRAPHICS USED AROUND THE SUPER BOWL FOR BANNERS, WAY-FINDING SIGNS, PHOTO OPS, AND ENTERTAINMENT PROPS.
- WORKED WITH NFL, SUPER BOWL 2020/2022, COLLEGE PLAYOFFS/ORANGE BOWL, AND GATORADE IP ASSETS AND STYLE GUIDES.

2017 - 2019 BRPH (CONTRACT) EXPERIENCE DESIGNER/GRAPHIC DESIGNER 5+ PROJECTS

- CREATED NEW CONCEPTS FOR VARIOUS SHOW SET PROPS FOR UNIVERSAL STUDIOS BEIJING WITH EXTENSIVE RESEARCH OF MAJOR BRAND IP.
- WORKED DIRECTLY FROM IP HOLDERS AND CREATIVE MANAGEMENT FEEDBACK TO REINE MAJOR KEY CONCEPT ART & CREATIVE NARRATIVES BASED ON IP. COMPOSED
- 100+ PAGE SCENIC DESIGN INTENT PACKAGE.

2018 - 2022 SEAWORLD PARKS & ENTERTAINMENT (CONTRACT) EXPERIENCE DESIGNER/GRAPHIC DESIGNER 75+ PROJECTS 2015 - 2017 SEAWORLD PARKS & ENTERTAINMENT (CORPORATE) THEME PARK EXPERIENCE ENVIRONMENTAL GRAPHIC DESIGNER 50+ PROJECTS

- GRAPHIC DESIGNER RESPONSIBLE FOR THE DEVELOPMENT & PRODUCTION OF VARIOUS SIGNS, LOGOS, CULINARY MENUS, AND OTHER ENVIRONMENTAL PARK VISUALS AT ALL 8 NORTH AMERICA PARKS.
- CREATIVE MANAGER FOR A VR ATTRACTION LEADING SCENIC AND GUEST EXPERIENCE DESIGN DEVELOPMENT FROM BLUE SKY, CONCEPTS, FABRICATION, INSTALL, AND OPENING DAY OPERATIONAL PROCEDURES.
- PRODUCED ATTRACTION NARRATIVES, PARTICIPATED IN NEW ATTRACTION BLUE SKY SESSIONS, MANAGED VENDORS, AND DEVELOPED DESIGN INTENT PITCH DECKS.

MOST PROUD OF:

MINIONLAND - PIER 12
CREATIVE DEVELOPMENT OF SHOW SET WINDOWS FOR MINION LAND AT UNIVERSAL STUDIOS BEIJING. FIRST LONG TERM IN PARK DESIGN, FIRST INTERNATIONAL INSTALL.

GEEK CULTURE LIKE, TOTALLY PAYS OFF...
I HAVE BEEN SUPER FORTUNATE TO WORK WITH IPS I LOVE. MY DEEP KNOWLEDGE OF POP CULTURE HAS ALLOWED ME TO WORK WITH DISNEY, STAR WARS, SESAME STREET, MINIONS, NICKELODEON, AND MORE. POWER RANGERS AND FUNKO ARE MAJOR PASSIONS OF MINE THAT I HOPE TO WORK WITH NEXT!

THEME PARK EXPERIENCE TO THE MAX!
BESIDES DESIGNING FOR THEME PARKS, I HAVE EXTENSIVE KNOWLEDGE ABOUT THE OPERATIONAL NEEDS FROM WORKING INSIDE ORLANDO'S BIGGEST PARKS. I OPENED AQUATICA IN 2009 AS A LIFEGUARD WITH MANY YEARS OF EXPERIENCE IN THE SAFETY & OPERATION OF A WATERPARK. IN 2014 I WAS ON THE OPENING TEAM FOR HARRY POTTER AND THE ESCAPE FROM GRINGOTTS. A MAJOR ATTRACTION BACKED BY A MOVIE STUDIO COMPLETING MY EXPERIENCE WITH ROLLERCOASTER, SIMULATOR, 3D VIDEO ELEMENTS, AND IMMERSIVE STORYTELLING.

SKILL SET

- Creative Management ●●●●●
- Adobe Photoshop ●●●●●
- Adobe Illustrator ●●●●●
- Adobe InDesign ●●●●●
- Google Sketchup ●●●●●
- Microsoft Office ●●●●●
- Blender ●●●●●
- Resin 3D Printing ●●●●●

EDUCATION

Columbia COLLEGE CHICAGO

BACHELORS OF ART, INTERDISCIPLINARY STUDIES: GRAPHIC DESIGN & SCENIC DESIGN FOR THEMED ENTERTAINMENT

CHICAGO, ILLINOIS MAY 2013

