

# DAVID GOODWIN

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## SENIOR DESIGNER / ILLUSTRATOR

Bringing ideas to life for the Entertainment Industry

Creative leader with extensive production experience as Designer, Creative Lead, and Art Director. Participates in all phases of process from Pre Concept through Design Development. Innovative and focused, guides design of attractions quickly, assesses and responds to specific challenges. Enthusiastic collaborator embraces and encourages teammates' contributions to produce outstanding results. Strong written and verbal communication skills, deftly translates visual concepts to language easily understood by clients.

**Concept Design | Set Design | Environmental Graphics | Murals | UI | Budget Management**

## TECHNICAL PROFICIENCIES

- Traditional 2D and 3D media: Ideation Sketching, Storyboards, Key Art, Birdseye Illustration, 3D Modeling for Design Develop
- 2D Adobe Photoshop, Sketchbook Pro
- 3D Sketchup, MOI, Blender, Twin Motion. Learning Unreal Engine
- Learning VR - Gravity Sketch

## PROFESSIONAL EXPERIENCE

### STONESONG CREATIVE

#### Principal

Freelance Design Consultant for multiple clients within Entertainment Industry.

#### Themed Entertainment:

##### Sr. Attraction Designer – Universal Creative

**2016 – 2020**

- Joined Creative Core in 2016 as Sr. Attraction Designer worked on multiple Universal IP including Hagrid's Motorbike, Nintendo, and Epic Universe Blue Sky.
- Moved to Epic Universe project teams in 2018.

#### Themed Entertainment:

##### Senior Designer / Illustration / Art Direction / Environmental Graphics

**1997 – 2016**

- Served as Freelance consultant for major producers of Themed Entertainment both on-site as member of project teams and remotely. Participated in all phases of design process from Pre Concept through Design Development.
- Routinely participated in creative concept meetings guiding design of attractions, responding to specific design challenges, and assisting other team members as needed.
- Produced Concepts, Illustrations, Storyboards, Environmental Graphics, Interactive, Show Set Designs, and Master Plans utilizing traditional and digital methods.
- Created Key Art, marrying 2D and 3D techniques for marketing materials both print and Online.
- Interacted directly with clients and participated in official presentations.

#### Film:

##### Set Design / Illustration

**2000 – Current**

- Work closely with top Art Directors and Production Designers in Film and Television to produce unique concepts and designs for sets, characters, vehicles, and props. Produce fantastic yet believable designs drawing from Industrial Design background.

- Produce detailed set designs from initial concept sketches to completed design drawings and schematics for use in construction.
- Utilization of industry-standard 2D and 3D programs to streamline design process and ensure designs satisfy specific needs of production.
- Ensure budgetary goals are met while keeping production quality high.
- Full color (Key Art) illustrations for presentation to clients and / or establish mood, theme, and lighting to tell the story and sell concept, when needed.

**Television Shows / Commercials****2000 – Current****Set Design / Illustration / Graphic Design**

- 100+ projects for multiple clients with Television Industry as Designer / Illustrator.
- Produced set design illustration and design schematics, on-screen graphics assets, and conceptual design of props environments characters.

**ADDITIONAL RELATED EXPERIENCE****ART CENTER COLLEGE OF DESIGN, Visual Communication Teacher****FOCUS 360, Architectural Illustration****EDUCATION / MEMBERSHIPS****Bachelor of Science (BS), Transportation / Entertainment Design**

Art Center College of Design, Pasadena, CA

**PARTIAL PROJECT HISTORY****THEMED ENTERTAINMENT (Recent Projects)****Universal Orlando - Hagrid's Motorcycle Adventure****Universal Beijing - Various Lands and IP****Universal Japan - Minions / Harry Potter****Universal Japan - Nintendo****Epic Universe - Blue Sky Concept****Epic Universe - worked on 2 lands that have not been announced****The Linq Casino RFP, Las Vegas, NV****2016 – 2020**

- 2015 Developed RFP for Caesars Group The Linq Casino and High Roller in conjunction with Imagine Now and the Imagination House

**Enchanted Gardens, Shijiazhuang China****2013 – 2015**

- Senior Designer for world's largest indoor theme park 245,000 SQM successfully overcoming many challenges both on site and specific cultural issues arising from working in mainland China.
- Worked closely with client and Creative Director to produce 3 complete Concept Design packages. Developed concepts from initial sketches and written treatments through to detailed 3D environments, Key Art, Birdseye, and master plan.
- Art directed production of support materials by off-site team in America and Korea.

**Transformers Ride - Universal Creative, Orlando, FL****2013**

- Working closely with team members on designs for F&B / Merchant and Character Meet and Greet areas for new production. Designs utilized existing structures and, through theming, enhanced and reinforced guest experience for Transformers.

**Faith Is****2012**

- Lead Designer / Art Direction of concept design package for faith-based Christian LBE Venue. Designed and illustrated multi-staged indoor themed experience telling story of Christ and the Old Testament for modern audiences.
- Use of interactive technologies and show elements while remaining true to intent and sensitive to client's needs.

**THEMED ENTERTAINMENT (Representative List – Earlier Projects)**

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|---|---|
| <input type="checkbox"/> Amore Pacific Visitor Center – Korea               | <input type="checkbox"/> Evergrand Visitor Center – Guangzhou China |
| <input type="checkbox"/> Ghost of The Castle, Baton Rouge Old State Capitol | <input type="checkbox"/> Ferrari World - Dubai                      |
| <input type="checkbox"/> Shanghai EXPO 2010 – Communications Pavilion       | <input type="checkbox"/> Dreamworks / Princess Cruise Concept       |
| <input type="checkbox"/> Shanghai EXPO 2010 – GM Pavilion                   | <input type="checkbox"/> Gamers Reef – Atlantis Casino              |
| <input type="checkbox"/> Ford River Rouge Factory Tour                      | <input type="checkbox"/> VW D1 Glass Factory – Visitor Center       |
| <input type="checkbox"/> Paramount POP Park – Korea                         | <input type="checkbox"/> KSC Shuttle launch Experience              |
| <input type="checkbox"/> Abraham Lincoln Presidential Library               | <input type="checkbox"/> Shanghai Natural History Museum            |
| <input type="checkbox"/> Universal Studios Hollywood - Mummy                | <input type="checkbox"/> The Beirut Souks                           |

**FILM****Set Designer / Illustrator “Whiskey Bay”****2012**

- Created detailed illustrations for “Gentleman’s Club Environment”. Designed set in 3D to be built using elements of existing location.

**Set Designer / Illustrator “Summer At Dog Dave’s”****2011**

- Designed extensions to existing structure to be used as principal residence of main character. Produced illustrations and design schematics used for construction on site.

**Set Designer / Illustrator “The Courier”****2011**

- Produced multiple set designs for use in film, most designed for construction on site as unique structures; 3 were redesigns of existing spaces. Utilized 3D to develop designs for construction. Produced Key art for all sets to establish look and feel for use during filming.

**Set Designer / Illustrator “The Killing Game”****2010**

- Collaborated with production designer to design 7 unique environments for use during filming on sound stage.
- Produce Key art for establishing mood and lighting.

**Art Consultant / Storyboards “Mirrors II”****2009**

- Worked with Director to create key sequences for use in film using traditional and digital 2D techniques.

**Television Shows / Commercials:****2000 – 2016**

- Produced designs and illustrations for major Production Houses in LA and New York. Worked closely with top-level Production Designers helped produce memorable spots for over 100 brands.