

DANNON LUCIA

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SELECT PROFESSIONAL EXPERIENCE

Graphic Design, Dark Fantastic Design - Orlando, FL

Owner, Lead Graphic Designer – Apparel and Accessory Design

October 2020 – Present

- Conceptualize and design graphics for various kinds of apparel, home goods, office supplies, shoes, etc. as well as ensuring visuals, including colors, are represented accurately and faithfully.
- Create custom tarot card and tarot deck designs with appropriately represent the subject matter while connecting it to a deeper meaning.
- Aids in the coordination of the creative and fabrication/distribution process to ensure that design intent, budget and schedule goals are met
- Create, maintains, and finds cost saving solutions for the company's overall spending budget. Balances fabrication costs with order need and projection. Manages fundraising, promotions, and social media in order to keep the public informed about the store's products.
- Coordinates planning and logistics for pop-up store fronts at various subject matter conventions. Supplements inventory for anticipated sales based on projected need. Works with patrons to input orders with high integrity holding customer service as the most paramount of company policies.
- Monitor and maintain store analytics for guest engagement and online store visits. Design and implement company website and online store front.

Attraction and Themed Entertainment Experience Production, Universal Creative Design/Studio - Orlando, FL

Show Producer – Blue Sky & Concept, Theme Park Development and Production

December 2022 – Present

- Responsible Individual to ensure the Project's Creative Design Intent is successfully achieved in all guest-experience related aspects of the Project
- Manages multiple show project scopes, some greater than \$100MM, and found value engineering savings of ~\$20MM dollars through show set efficiencies, resolved inconsistencies, delineating proper scopes and detailing more effective means and method over Schematic/Detail design phases
- Design and built E-Ticket Dark-Ride Attraction, D-Ticket Family Rollercoasters, C-Ticket Family Omnimovers, C-Ticket Family Boat Rides, Retail locations, Quick Service Food & Beverage locations, Theatrical Dining Experiences, Food Stands / Carts, and various interactive gaming experiences including a large amount of augmented reality interactivity and on-board gameplay
- Partner with the team to develop, review and manage scopes, contract documents, cost estimates, schedules, strategies and work plans to align with achieving the Project's creative intent
- Manages and interfaces with appropriate internal and external resources through every phase of design, production and installation to ensure Creative Intent Documentation (artwork, models, design packages, treatments etc.) is properly developed and that Attraction Scopes, Close-out Documentation and Quality Standards consistently align with the Project's creative intent
- Ensure appropriate level and number of design, art direction and specialist resources are assigned as needed throughout the project
- Develops and manages strategic sourcing and staffing plans to support show development and production efforts
- Spearheads evaluation of project resources/materials, including design and technical documentation, contract documents and deliverables to ensure that the project team is apprised of real-time cost, schedule and quality implications related to design progression, localization, or change order
- Ensures conformance with, and acquires creative approvals from 3rd Party Licensors as required, to provide design direction that is in conformance with any and all 3rd Party brand standards
- Directly supervises efforts of staff and sub-contractors assembled to support specific project-related tasks. Number and types of staff will vary dependent upon the Project. All staff and sub-contractors are assigned under the Creative Studio or the Project Creative Design Team
- Maintain a well developed knowledge of design management, work planning, budgeting, scheduling, bid package preparation and variety of vendors.
- Maintain and expand upon a wide variety of knowledge bases of theme park technologies including ride, A/V, robotics, engineering, show systems, theme park related architectural, project management, organizational, and production/construction practices projects
- Possess solid aesthetic sensibilities and storytelling skills to support the creative process and to facilitate positive and productive communication between all disciplines
- Manages design team (5-7 team members) workloads, evaluating and anticipating future risk mitigation, reviewing design team deliverables, ensuring consistency with high level creative intent as well as IP guidelines, strategize and create submittals for review and approval with the IP, managing design communication and collaboration with multiple international properties simultaneously, and working flexibly to fit the overall needs of the project at any one time as the project lifecycle progresses. Supports Production Manager, Executive Producer, and Project Director.
- Directly manages select design vendors; including resource database management, resource sourcing and contracting, bidding, negotiating cost, schedule, and scope changes against base agreements, ensuring compliance with contract terms and conditions, and evaluating and anticipating vendor needs and working to proactively address any potential project issues and assisting project management with evaluation of technical performance and adherence to the contract requirements, which includes all aspects of the project.
- Communicates directly with various IPs to understand their source material and translates it into the appropriate project creative, also supports IP Approval System by establishing submittal process and maintaining a high level of communication to ensure the best possible guest experience
- Worked with teams in various places around the globe simultaneously to progress production at various installations including Florida, California, Japan, Germany, Spain, Netherlands, Ireland and Canada

Associate Producer – Various Projects, Theme Park Development and Production

June 2019 – December 2022

Show Coordinator – Various Projects, Theme Park Development and Production

April 2017 – June 2019

Live Entertainment Production, Norwegian Cruise Line Entertainment - Riverview, FL

Install Production Stage Manager – Creative Entertainment, Norwegian Joy

January 2017 – April 2017

- Refreshed previous MainStage shows as well as worked to implement new creative experiences both on the MainStage and as pop-up shows around the ship - managing rehearsals, cast logistics, travel logistics, shipping of scenic, and production team day to day needs
- Maintained full awareness of scheduled events, shows and private groups for designated theater/venue and liaise with Group Services Coordinator for scheduling
- Work effectively as a liaison to onboard production show team members and Norwegian Creative Studios managers and personnel while protecting and maintaining production show integrity
- Provided the line of communication and reporting frequently with Norwegian Creative Studios and shore side management
- Acted daily as an effective liaison with other departments onboard and lead by example and encourage and model positive behaviors for team
- Incumbent devotes time and effort to advancing the interests of Norwegian Cruise Line Entertainment by liaises with Brands engaged by NCLE
- Overcame common challenges in the ever changing project scopes and make them work in the unique environment of cruise line entertainment
- Created project scope, schedules, budgets, and reporting to create and maintain an effective production and team
- Projects include opening the Norwegian Joy, sailing out of Shanghai, China beginning in summer 2017

Live Entertainment Production, Walt Disney World Parks and Resorts - Orlando, FL

Production Assistant/Specialist – Creative Entertainment, Show Development/Production

January 2015 – January 2017

- Disney Cruise Line and Disney's Hollywood Studios specialized, worked in various countries including Canada, Spain, Panama, Columbia, Mexico, Spain, Portugal, England and Germany.
- Organize and run project based production meetings including but not limited to creating and distributing meeting agendas and meeting notes, organizing teleconferences, and communicating to the entire production staff needs, concerns, and questions while maintaining production documents and production binder on BlueFoot
- Ensure that all project team members have complete and current information on project scope, budget, schedule procurement and development strategies
- Communicate, perform, or facilitate any and all tasks needed by production team (Producers, Managers, Show Directors, etc) and other line of business partners including leading small teams in the field, coordinating vendors, and managing calendars
- Collaborates with Show Producers on the organization and submission of all project related documentation required for third party Intellectual Property (IP) approval
- Maintain project coordination between lines of business while creating project scope, schedules, milestones, and organizational documentation
- Work with foreign properties and multiple cultures to ensure that the creative intent is maintain and well represented in various theme parks and ships around the globe
- Stage manage live performances on both land and sea domestically and internationally
- Create rehearsal schedules coordinating with technical, cast, operational and character partners
- Coordinate and shoot video packages such as interview with celebrity talent including James Arnold Taylor, Ashley Eckstein, Ian MacDiarmid, Don Hahn, Stacia Martin, Anika Noni Rose and Tim Allen
- Aid the production and stage manager in team and cast situations or rehearsals when needed
- Facilitate production installs, dry dock installations, and new show rehearsals on various ships including the Disney Magic and the Disney Wonder
- Maintain business relationships with partners such as Pixar, Marvel, Lucasfilm, and Disney Animation Studios
- Projects include but are not limited to Star Wars Weekends 2015, Frozen Summer Fun 2015, runDisney's Princess Half Marathon, The Golden Mickey's, Disney Wonder Ship Wide Entertainment, and DVC Member Cruise 2016

On Air Promotion Production, NBCUniversal - New York, NY

Production Assistant – Syfy and Chiller Networks

August 2012 – September 2013**Non-Profit Theatre and Film Production, Hi Eugene Theatre Productions – Orlando, FL**

Founder/Producer/Director/Writer – Film & Theatrical Show Development and Production

September 2009 – April 2017**SELECT FREELANCE EXPERIENCE**

- ReedPop! – Main Stage Stage Manager, New York Comic Con, October 2015
- Disney Parks and Resorts – Stage Manager, UCA National Cheerleading Championship, December 2016
- Cartoon Network / WWE Network – Production Assistant, On Air Promotions, October 2014 - November 2015
- NextGen Reporting – Video Technician, Video Production, October 2013 – April 2014

EDUCATION

Full Sail University – Winter Park, FL
Masters in Fine Arts in Entertainment Business

Hofstra University - Hempstead, NY
Bachelor of Science in Television and Film Production

SKILLS/AWARDS

Two-Time 2022 THEA Award Winner (Theme Park Land and Themed Ride Technical Innovation), 2014/2015 Bronze Telly Award Winner, Microsos Office Suite, Adobe Suite (Premiere Pro, Photoshop, InDesign), SmartSheet, Bluebeam Revu, PMWeb, SketchUp, Navisworks, Revit, BIM360, MAC Systems, Windows Systems, GoogleDocs, BlueJeans, Social Media Platorms, Valid FL Driver's License, Valid US Passport, Frequent traveler and nerd culture enthusiast.

For further detail in regards to my experience and previous projects, please visit www.djlucia.net or www.linkedin.com/in/dannonlucia.