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Amy K. Avalos

Summary

My experiences include working in themed scenic construction & fabrication, themed field installation, show set design, art direction, and design management, including overseeing creative teams & vendors alike. My professional experiences combined with my educational background, have afforded me the opportunity to gain a diverse set of skills and knowledge within the themed industry. Moreover, I've also developed a distinctive perspective for specialty construction projects, IP's and brand actualization for themed development.

Professional Experiences

Themed Technical Designer – Bungalow Scenic Studios - Orlando, FL (Temp. Position) 2022

- Develop 3D technical drawings and drawing packages for multiple projects, various props and scenic elements for fabrication, including design intent, production methods and installation requirements.
- Produce wood and metal cut files for CNC fabrication from 3D CAD design files, while adhering to the available dimensions of raw building materials.
- Work with the various fabrication teams and project management to design elements that meet the best design intent for clients, that also maximizes production efficiencies and minimizes costs overall.

Themed Associate Show Producer & Art Direction – Universal Creative - Orlando, FL 2016 - 2020

- Production and development of a 65,000 sq. ft. E-Ticket Attraction, in addition to a themed Land with a targeted capacity of 3,300, inclusive of a C-Ticket attraction, live show, retail stores, F&B spaces, restrooms, carts and kiosks. In conjunction with licensed IP content, lighting, media, guest interactives, show set, show props, mockups, SAE/AF, graphics, special FX's and A/V etc.
- Art directed attraction elements, including over 250 color-boards, in addition to developing mood boards, material sample/texture boards for lighting fixtures, props and show action equipment. Researched themed props wardrobes and architecture styles for themed venues, window treatments and environments. Created prop boards & developed lists of props for themed packages. Met with themed prop vendors, reviewed quotes and budgets, and oversaw progress of vendors, prop and facade mockups.
- Produced color-boards and concept boards with reference photos, themed graphics signage, story content/narratives, concept drawings and models for retail spaces, F&B establishments and attractions. Developed scaled-art direction models and full-scale attraction mock-ups.
- Directed a team of 14 designers for the Nintendo project and a team of 10 designers on the Epic Universe project, in addition to 3D modelers, show coordinators, interns and multiple vendors from concept design to schematic & design development phases.

Education – Magna Cum Laude

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MFA - *Themed Experiences*
MS - *Hospitality & Tourism Mgmt.*
BAS - *Interior Design*
BA - *Advertising & Public Relations*
AA - *Studio Art*

Themed Projects

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Wizards World of Harry Potter
Disney's - Pandora (Land)
Animal Kingdom - Outfitter's Retail
Animal Kingdom - Grab n' Go
Cinderella's Castle Ramp Renovation
Universal - Nintendo World (E-Ticket)
Universal - Land Project/ Undisclosed



Software

Auto
CAD

Lumion

Maya

SketchUp

Podium
VRay
Enscape

Revit

InDesign

Illustrator

PhotoShop

Word/Excel
PowerPoint

Smart
Sheets

BlueBeam
Revu

Technical Skills

Hand Drafting
Space Planning
Material Selection
Color Boards
Concept Boards
Hand Sketches
Scaled Physical Models
3D Digital Models
Graphic Design
Lighting
Copy-writing
Photography
Art Direction
Construction Drawings
Architectural Design

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Expertise

Blue-sky/Concept Development
Themed Fabrication Methods
Themed Field Installation
IP/Licensed Content
Creative Problem Solving
Art Direction
FFE & Material Selection
Mock-ups & Samples
Interior Design

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Abilities

Communication
Team Leadership
Problem-Solver
Organized
Collaborative Team-player
Analytical Thinker
Spatial Intelligence
Multi-Tasking & Prioritizing
Self Starter
Work Independently
Fast-Paced Environments
Project Management

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Continued... – Universal Creative - Orlando, FL

2016 - 2020

- Oversaw the creative design intent for concept work and CAD drawings for the overall projects. Maintained storylines and the conveyance of a singular unified story. Created story narratives for concept pitches, in addition to developing concept designs via 3D models and 2D sketches or illustrations.
- Continually cultivated team morale and open lines of communication between design the team and the management team. Collectively support individual team members in accomplishing personal career goals in addition to coordinating team events and outings.
- Reviewed project scheduling dates and oversaw \$145 & \$150 million dollar budgets, review VE/cost-cutting efforts and budget constraints. Continually review program scope, vendor proposals, RFI's, RFP's and contracts.

Themed Field Project Manager – COST of Wisconsin - Orlando, FL

2015

- Developed multiple projects including: Disney's "Pandora" project, Disney's "Outfitter's" retail expansion, Disney's "Grab n' Go" quick-service facility & "Cinderella's Castle" ramp renovation project.
- Daily oversight for the installation of over 212,000 square feet of rock-work, 945 vines, 3,200 plants and 1,100 trees for the "Pandora" project.
- Examined CAD drawings for each project on a daily basis and edited construction documents. Confirmed and ordered proper scenic materials for field installation and scenic mockups. Walked sites daily to ensure materials were being installed as specified and with the intended finishes.
- Implemented "BIM360 Field & Glue" apps to track and maintain a proper database for project elements & progress. Consulted daily with superintendents, art directors, designers, and project managers to resolve issues, review scope changes, material conflicts, or scheduling and budgeting constraints.
- Involved in pull-planning meetings and pre-bids. Created RFI's, change orders & rock-work integration plans. Generated daily, weekly & monthly reports, revised scheduling, estimated labor & material costs, reviewed contract scope, arranged inspections, maintained safety & QAQC standards.

Themed Project Coordinator – Nassal Construction Company - Orlando, FL

2014

- Responsible for executing the fabrication and direction of over 32,000 props and elements for the "Wizards World of Harry Potter" project in Hollywood, California, in conjunction with the Universal Studios Creative team and Warner Brothers Entertainment Company.
- Reviewed & edited construction documents, managed color-boards, red-lined drawings, completed take-offs, selected and estimated materials & quantities, continued daily QAQC of elements & fabrication shop walks (including carpentry, FRP fiberglass (GFRC and GFRG), CNC foam milling, sandblasting, scenic paint & metal shop items), reviewing budget constraints, acquired quotes from outside vendors for various custom items & commercial restroom facilities. Gathered material samples for the client, took progress photos and gained final buy-off approvals from the client & the IP.
- Regularly attended site visits to Universal Orlando for take-offs, verification of quantities, paint call-outs or general discrepancies. Managed various interior and exterior packages including: trim, millwork, cash-wraps, retail gondolas, windows, dormers doors, door hardware, planking, beams and various specialty items. Consistently compared contractual agreements & terms, created shop work orders, purchase orders, change orders, daily warehouse visits to oversee crating of items and quantities shipped.