



EXPERIENTIAL DESIGN & CREATIVE DIRECTION

www.randlev.com

oglear@gmail.com

Los Angeles, CA

SUMMARY Creative Director and Designer with 15+ years experience across interactive, media, and experiential storytelling. A background in digital design and marketing has evolved into leading immersive projects where digital and physical converge, with a recent focus in work for high-profile global themed entertainment brands. Known for hands-on creativity, clear communication, positivity, and passionately aligning teams around a shared vision.

WORK EXPERIENCE **Spinifex Group** www.spinifexgroup.com August 2015–Present

Creative Director / Aug. '19 – Present

Designer / Aug '15 – Aug. '19

Los Angeles, CA

Creative direction and art direction for immersive media and themed entertainment attractions, specializing at the intersection of story and technology while leading multidisciplinary teams from ideation and pitching through production and final installation. Experience includes projection mapping, AR/VR, interactive media, audio, graphics, and full-attraction creative direction. Clients include Walt Disney Imagineering & Disney Live Entertainment, Universal Creative, United Parks & Resorts, LA Clippers, Toyota, Cisco, Visa, Honda, and Salesforce.

Key Projects

- *ILLUMINATE! A Nighttime Celebration* at Shanghai Disney Resort
Projection Media Creative Direction & Onsite installation – Opened April 2021
- *Universal Epic Universe Theme Park* at Universal Orlando Resort
Portals & Various Media Creative Direction & Onsite installation – Opened May 2025
- *Phoenix Rising, Penguin Trek, Wild Oasis* and more for United Parks and Resorts
Video and Audio Media Creative Direction for high-profile attractions at SeaWorld Orlando, SeaWorld San Diego, and Busch Gardens Tampa Bay – since 2023
- *Hershey's Great Candy Expedition* at Hershey's Chocolate World – Hershey, PA
Overall Attraction Creative Direction – Opened May 2023
- *Salesforce Dreamforce Engagements* at Dreamforce 2017–2018
UX/UI Design, art direction & production

Part IV www.part4.com June 2014–August 2015

Designer / Los Angeles, CA

Design, strategy and production work at Part IV, a startup digital agency specializing in entertainment marketing, including high profile digital and experiential campaigns for some of Disney, Universal and Sony's biggest film properties including Star Wars, Disney & Pixar Animation, and the Fast and the Furious

Key Projects

- *Alice Through the Looking Glass Wonder Mirror* at D23 Expo
UI/UX Design, 3D Design – D23 2015
- *Star Wars Saga Digital Release Campaign Materials*
UI/UX, Graphic Design, Motion Design



EXPERIENTIAL DESIGN & CREATIVE DIRECTION
www.randlev.com
oglear@gmail.com
Los Angeles, CA

WORK EXPERIENCE
CONTINUED

BLT Communications www.bltomato.com July 2010–May 2014
Designer, Marketing Department / Hollywood, CA
Strategy, design, and concept work at BLT, a leader in entertainment advertising. Collaborating with a team to help create full 360° advertising campaigns including apps, games, social media and other non-traditional media for entertainment clients including Disney, HBO, Universal Orlando Resort and A&E

Key Projects

- *Boardwalk Empire Newspaper*
Graphic Design, UI/UX Design
- *Despicable Me Minion Mayhem Facebook App*
UI/UX Design
- *Strikeback Interactive Wall*
UI/UX Design

Big Spaceship www.bigspaceship.com January–March 2009, January–March 2010
Design Intern / Brooklyn, NY
Design, development, and production work at Big Spaceship, an innovation-led digital agency, working as a member of collaborative teams on projects for clients including Wrigley, GE and Sony Pictures

Crew Creative Advertising January–March 2008, June–September 2008
Interactive Design Intern / Los Angeles, CA
Concept, design, and production work in the interactive department of Crew, including projects for Warner Bros, Universal Studios, and CNN

SKILLS	experiential media	brand management	presentation	AR/VR
	creative direction	budget management	strategy	motion graphics
	art direction	cross-team collab.	3D/spatial	UX/UI design
	animation direction	story development	interactive design	app/web design
	concept development	ai workflows	projection mapping	graphic design
KEY TOOLS	adobe creative suite	after effects	keynote	runway
	photoshop	premiere	powerpoint	gemini
	illustrator	cinema 4D	google suite	midjourney
	inDesign	sketchup	figma	

EDUCATION **University of Cincinnati** Fall 2005–Spring 2010
College of Design, Architecture, Art & Planning / Cincinnati, OH
BA Digital Design / Magna Cum Laude

TEA – Themed Entertainment Association Member