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SYWA SUNG

Thank you for reviewing my web site and resume today. My 24 years of professional experience encompasses a unique and in-depth combination of extensive experience from initial concept through to opening in Creative Direction, Art Direction, conceptual design & Illustration, architecture (B. Arch. 1994), project leadership, and coordination, on-site supervision, detailed show sets, branding, graphic design, and computer modeling. I have designed for projects across the globe in the fields for themed entertainment, feature film, museum & cultural exhibits, custom trade show exhibits, and branding.

I most recently worked on-staff as Creative Director in 20th Century Fox's Global Location Based Entertainment group guiding the development of the two upcoming *20th Century Fox World* theme parks in Malaysia and Dubai, utilizing Fox's extensive library of globally recognized film and television intellectual properties. My responsibilities over both multi-million dollar projects encompassed Creative Direction on behalf of Fox over all creative and architectural teams spanning master planning, Art Direction, design, attractions, story and script approvals for all attractions and Lands, retail and food and beverage facilities, architecture, branding, identity, brand management, and merchandise approvals. My responsibilities also included Creative Direction and Art Direction of upcoming live event touring exhibits, marketing graphics approvals by third parties, and the first ever *Aliens vs. Predator* branded Halloween mazes at Universal Studios Orlando Resort, and Universal Studios Hollywood. Since then, I have consulted to Riva Creative USA on their Motiongate theme park project in Dubai featuring a variety of Dreamworks Animation and Sony Pictures Animation family entertainment brands for attraction design and public areas. As a consultant, I have completed freelance projects for Walt Disney Imagineering providing Art Direction, concept attraction design and planning work for the newly refreshed Test Track Presented by Chevrolet at Epcot; an upcoming attraction and high concepts for a Land within Shanghai Disneyland; and Art Directed a historical exhibit for The American Experience pavilion. I have also designed the post-show for the USA Shanghai 2010 World Expo pavilion for BRC; and designed numerous projects for The Hettema Group, Herschend Family Entertainment, and Steelman Partners, Las Vegas (Land Lead/Senior Art Director); two theme park projects in China; show and theming for the recently opened Galaxy Casino in Macau; and designed a live stunt show for Ocean Park, Hong Kong.

For over two years, I was Director of Project Design at MSI (a.k.a. Wyatt Design Group) in Pasadena. Significantly while with MSI, I worked on-site at Thinkwell Design Planning's office for 9 months as the Art Director for one of the Warner Bros. Theme Park, Abu Dhabi's main E-Ticket attractions, and was lead designer/art director for two other attractions in the same Land. I was also involved in the early stages of the winning scheme Thinkwell created for the park's signature attraction as a creative, I.P., and story consultant. I was also Land Lead for Parque Festival Mexico, designing about 8 different rides, establishing the overall look of the children's land and a variety of F&B exteriors, as well as facility planning and designing the facades for the park's Main Street.

While at The Hettema Group as Senior Designer, I was involved in creating designs and illustrations for museum exhibits, environments, theme park attractions, and graphic design, most notably for The Russian Jewish Museum and the National WWII Museum. At Angel City Designs, I was Senior Designer working on brand marketing events, movie premiers, and themed corporate projects. This included working on the 2004 Upfronts promotional annual events for FOX Broadcasting and CBS Broadcasting respectively, and movie premier events for *Spider-Man 2* and *The Chronicles of Riddick*, creating conceptual renderings and detailed set drawings of dimensional staging areas and displays and extensive graphic design for the line of Diageo alcohol brands including Jose Cuervo, Patron, and Smirnoff.

I was Senior Designer and Art Director at Sony Development, where I was heavily involved in the design and fabrication supervision of two separate *Moebius' Airtight Garage* video adventure zones at Metreon - A Sony Entertainment Center in San Francisco, *Mediage* in Tokyo, and *Music Box* in Berlin. This work encompassed extensive environmental and graphic design, and project coordination.

I worked as a Visual Development Artist on director Brad Bird's two time Academy Award winning superhero action-adventure-comedy film *The Incredibles* at Pixar Animation Studios. This work consisted of designing multiple environmental settings for exterior and interior scenes for use in the film as virtual sets, technology, props, and designs for the movie's nemesis - the Omnidroid. This entailed comprehensive conceptual renderings, drawings, sketches, and computer modeling.

I have extensive experience from Button Group in custom corporate exhibits and events for domestic and overseas for entertainment and technology firms including Variety, NBC Universal, Spansion, Global Locate, RFMD, and Critical Path. I have been very involved in daily project leadership, giving client pitches, business development, daily direct communication and meetings with the client's marketing departments, domestic and overseas fabrication vendors, internal coordination, on-site supervision of assembly crews domestically and overseas, conceptual design & illustration, design intent CAD drawings, and computer modeling.

Thank you for your consideration and I look forward to hearing from you.

Best regards,

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Career Summary

Creative Director and Art Director with extensive experience in entertainment, architecture, and graphic design. Skilled at problem solving through concept development, illustrative/graphic skills, architectural design. This combination of skills results in the concept and execution of a superb product. Versatile and innovative self-starter who works well with creative, marketing, and business teams. Advocate for creative departments and their concepts at internal and external business meetings. Led design of projects to take them successfully forward to completion. Significant successful experience in: Art Direction, Design (Conceptual, Set, Illustration, and Graphic) and Architecture.

Entertainment Experience

SYWA STUDIO, Burbank, CA June 2009 - Present
Various

Creative Director

- Creative Direction, Art Direction, Design & Illustration, Brand Management, and Graphic Design for theme parks & attractions, live shows, museum exhibits, high-end custom trade shows, retail, & movie theatre standees

20th Century Fox, Los Angeles, CA October 2013 - June 2014
20th Century Fox World Theme Park, Kuala Lumpur, Malaysia & Dubai, U.A.E; traveling exhibits; Aliens vs. Predator Universal Studios Hollywood & Orlando seasonal attractions
Creative Director

- Creative Direction, Brand Management, and Studio representation of all aspects of upcoming theme park projects.

Walt Disney Imagineering, Glendale, CA December 2009- October 2013
Shanghai Disneyland; Test Track Presented by Chevrolet; American Heritage Gallery, Epcot; Art Director, Show Designer, Concept Designer, Illustrator *(Freelance Consultant)*

- Art Direction & facility layout for Shanghai Tomorrowland attraction & at Epcot; Creation of first Blue Sky concepts for a Disneyland Shanghai Land; design of historical African American artifact exhibit.

Universal Studios - Creative, Orlando, FL November 2012
Confidential Project;

Show Designer, Concept Designer, Illustrator *(Freelance Consultant)*

- Creation of Blue Sky concept designs for a confidential project.

Steelman Partners, Las Vegas, NV June 2010
Happyland, Vietnam

Land Lead *(Freelance Consultant)*

- Creation of Concept Designs, Concept Illustrations, show writing, and exterior concept architecture for 6 E-ticket level attractions, including an ancient Roman coliseum stunt show and interactive water ride during an intensive 3 week design charrette on site in client's main Las Vegas headquarters.

Delaney Harmon, Burbank, CA May-June 2010
RobotLand, South Korea

Attraction Designer & Illustrator *(Freelance Consultant)*

- Successful creation of futuristic concept designs and illustrations for merry-go-round, ferris wheel, flying elephant, disko, & tea cup rides for children's area; extensive ride vendor research and sourcing.

BRC Imagination Arts, Burbank, CA October 2010
USA National Pavilion, Shanghai 2010 World Expo, Shanghai, China

Exhibit Designer *(Freelance Consultant)*

- Design and Conceptual Illustration of the pavilion's expansive post-show exhibition gallery.

Entertainment Experience (continued)

MSI (a.k.a. **Wyatt Design Group**), Pasadena, CA April 2007- June 2009
Warner Bros. Theme Park, Abu Dhabi, UAE; Parque Festival Mexico, Guadalajara, Mexico
Director of Project Design

- Land Lead for one of three lands, attraction design of 6 rides, themed architecture & facade design, facility planning; simultaneously Art Directed major E-ticket and two other attractions for Thinkwell attractions team; Land design; story, show, and intellectual property consultation on winning premier E-ticket scheme.

Button Group, Marina del Rey, CA September 2005-April 2007
NBC Universal; Variety; RFMD; Spansion; Glenayre; Critical Path, Global Locate
Senior Designer

- Successful on-site Art Direction, fabrication and tear-down supervision, and client relations/support. Creation of Concept Designs and Concept Illustrations for high-end custom trade show exhibits/stands, events, and graphic designs for promotional and direct marketing campaigns.

Thinkwell Design Planning, Burbank, CA July - August 2005
TV Tours
Exhibit Designer (*Freelance Consultant*)

- Rapid creation of Concept Designs and Concept Illustrations for a traveling museum exhibit featuring the world's largest private collection of television costumes and artifacts.

Phil Hettema & Associates, Pasadena, CA July 2004 - July 2005
Russian Jewish Museum, Moscow, Russia; National D-Day Museum, New Orleans, LA
Senior Designer

- Creation of Concept Designs, Concept Illustrations, & Graphic Designs for museum competition entries/proposals

Angel City Design, Van Nuys, CA April-July 2004
CBS, UPN, FOX Broadcasting Upfronts, Spider-Man 2 & The Chonicles of Riddick Premiers
Senior Designer

- Creation of Concept Designs and Concept Illustrations for live event marketing events.

Reich + Petch Design International, Toronto, Ontario August-September 2003
Oceans Hall, Smithsonian Institution, Washington, DC; Guang Dong Science Center, China
Exhibit Designer & Illustrator (*Consultant*)

- Creation of Concept Designs and Concept Illustrations for highly themed museum competition entries/proposals.

FORREC, Toronto, Ontario April-July 2003
Shanghai ScienceLand, Shanghai, China; Teddy Bear's Pic-nic Dark Ride, Everland, Korea
Senior Architect (*Consultant*)

- Creation of Concept Illustrations and Concept Architecture for themed *Space Navigation* attraction.

Pixar Animation Studios, Emeryville, California February 2001 - May 2001
The Incredibles, superhero action-adventure comedy feature film (2004 release)
Visual Development Artist (*Screen Credited*) (*Consultant*)

- Created comprehensive environmental, set, character renderings & designs in a variety of styles and hand rendered mediums to computer modeling to help form the visual look and feel of the film.
- The film was the top grossing film of 2004 and the top selling DVD of 2005 with over 17 million copies sold, and won two Academy Awards include Best Animated Feature Film and 14 prestigious Annie Awards.

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Sywa Sung

Entertainment Experience (continued)

Sony Development, Burbank, California

1997-May 2000

MEDIAGE – Urban Entertainment Center, Tokyo, Japan (1998-2000)

METREON – A Sony Entertainment Center, San Francisco, California (1997-1999)

Art Director and Senior Show Designer

Attractions: *Moebius' Airtight Garage*

- Reprinted Creative Design team in production, architectural, lighting, and business meetings in US and Tokyo.
- Art Directed Cinnabar and Sunbelt Scenic Studios Cinnabar and Sunbelt Scenic Studios fabrication and model building teams in production of small and large scale conceptual design white model and full color show models.
- Provided lead conceptual design, production design, and art direction of Jesler Enterprises craftsmen in production and fabrication of Badlands 2-person simulator pods.
- Producer and Design Coordinator for 5-month design development phase during crucial Mediage and Metreon development/construction overlap.
- Supervised production of over 100 architectural drawings by Parsons Infrastructure & Technology Group, Inc. and Semba Corp. for 17,230 ft² attraction.

Additional Experience

Branded Environments: Senior Designer, **Landor Associates**, San Francisco, CA, (May 2000 - January 2001)

Designing and illustrating key architectural concepts as Senior Architect within the Branded Environments group.

Creation of architectural and environmental prototype concepts for VISA, Rand McNally, Key Corp, Versata, BP, and FedEx; involving rendered conceptual artwork and 3-D computer modeling; and directing junior design team members. Participation in business development meetings providing input in the field of Entertainment to expand Landor's portfolio of clients and services.

Urban Entertainment Center: *Cosmic Zoom Machine*, Royal Ontario Museum, Toronto, Canada (1996-7)

Working as key project team member in association with Development Design International, created concept of initial project concept and theming direction, compilation of potential joint-venture partners, and marketing strategy for re-development proposal. Project was chosen for short-list by museum and city officials.

Ride-Film/Simulation: *Space Time Safari*, various USA sites (1996); *Fiera Popular*, Lisbon, Portugal (1996)

Working from **SimEx-Iwerks** Creative Director's brief, visualized and elaborated fully rendered color marketing artwork. Successful design alternative comps led to a doubling of artwork commissioned.

Success of *Space Time Safari* illustrations led to new SimEx Inc. commission for architectural design drawings of Lisbon project.

Architecture: *Intern Architect*, **Paul Didur Architect Inc.**, **Duncan S. Harvie Architect**, Toronto, Canada (1994-1997). Selected projects: Disney Television Animation Studio – Toronto (proposal), Toronto's downtown Media Entertainment/Sports Business Facility.

Computer Knowledge

- | | | |
|---------------------|--------------|----------------------|
| ■form-Z | ■Photoshop | ■FileMaker Pro |
| ■Maya | ■Painter | ■Acrobat Pro |
| ■VectorWorks | ■Illustrator | ■M.Y.O.B. Accounting |
| ■AutoCAD | ■InDesign | ■GarageBand |
| ■SketchUp | ■QuarkXPress | ■iMovie |
| ■Stitcher Unlimited | ■Keynote | ■iDVD |
| ■Poser | ■PowerPoint | ■Microsoft Office |

Education

Digital Matte Painting, Gnomon School of Visual Effects, Los Angeles, California, 2002
Maya Fast Track Program, Gnomon School of Visual Effects, Los Angeles, California, 2002
Illustration Techniques, Associates in Art, Los Angeles, California, 1998
Bachelor of Architecture, University of Toronto, Toronto, Ontario, 1994
Advanced AutoCAD, Information Technology Design Centre, University of Toronto, Toronto, Ontario, 1994
Diplôme d'Études Collégiales, Pure & Applied Science, Vanier College, Montreal, Quebec, 1989

Professional Memberships

AIA Assoc., American Association of Architects, Associate
RAIC, Royal Architectural Institute of Canada, Member
TEA, Themed Entertainment Association
ASIFA-Hollywood, The International Animated Film Society, Hollywood Chapter.

Special Skills

- Branding Strategy, Marketing, and Merchandise concepting
- Client relations & vendor bidding, negotiations
- Business development through internal and external synergy promotion
- Strong written and oral communication skills
- Fluent in English and French; working knowledge of Chinese and Italian

Publications & Exhibitions

- "Leaders of the Pack", *enRoute Magazine*. February, 2016, pp. 38-39.
- "What's Next? The future of media based attractions.", *InPark Magazine*. #42, Vol. 8, Issue 3, 2012, p. 11.
- "East-West Voices", *InPark Magazine*. #41, Vol. 8, Issue 2, 2012, pp. 14-15.
- "Dreamscape Architect" *University of Toronto Alumni feature Portrait Video*, Spring 2011, <http://alumni.utoronto.ca/about/alumni-portraits/#sung>
- "Walt Disney, Disneyland, Architecture & Urban Planning", Invited speaker - USC Annenberg Getty Fellowship. Fall 2010.
- "The Young and the Restless: 50 Alumni 40 and Under Who Are Taking The World By Storm." *University of Toronto Magazine* Summer 2001, Vol. 28, No.4, feature profile p. 42.
- "Alumni News: AL&D Graduates Are Working Around The World '&' Profiles Some of These Outstanding Individuals." *&*, Spring 2001.
- Art Show, Comic-Con International, San Diego, 2010.
- "Green Lantern 50th Anniversary" Tribute, 2009 Souvenir Program & Art Show, Comic-Con International, San Diego, 2009.
- "Snap to Grid" group show, Los Angeles Center for Digital Art, 2006.
- The Art of Digital Show, Lyceum Theatre Gallery, San Diego, 2006.

Addendum

SELECTED PROJECTS:

Feature Film

The Incredibles, Pixar Animation Studios, Emeryville, California

Theme Park & Attractions

Disneyland Shanghai, Shanghai, China
 20th Century Fox World, Dubai, United Arab Emirates
 20th Century Fox World, Kuala Lumpur, Malaysia
 Test Track Presented by Chevrolet (2012 re-fresh), Epcot, Orlando
 Warner Bros. Theme Park, Abu Dhabi, UAE
 Haichang Polar Ocean World, Shanghai, China
 Galaxy Casino, Macao
 Parque Festival Mexico, Guadalajara, Mexico
 Legends Theme Park, Dubai
 SeaWorld, Dubai
 Happyland, Vietnam
 RobotLand, South Korea
 Metreon - A Sony Entertainment Center, San Francisco
 USA National Pavilion, Shanghai 2010 World Expo, Shanghai
 Ferrari World, Abu Dhabi, United Arab Emirates
 E-ticket Attraction, Abu Dhabi, United Arab Emirates
 DC Comics themed attraction, United Arab Emirates
 DC Comics themed attraction, Abu Dhabi, United Arab Emirates
 Moebius' Airtight Garage, Mediage, Tokyo, Japan
 Moebius' Airtight Garage, San Francisco The Beatles Yellow Submarine
 Adventure, Mediage, Tokyo, Japan
 The Beatles Yellow Submarine Adventure, The Music Box, Berlin & Tokyo
 The Enchanted Souk, Dubai
 The Music Box, Berlin, Germany
 Aesop's Fables Gardens, Everland, Korea
 Teddy Bear's Picnic, Lotte World, Korea
 David Macaulay's The Way Things Work - In Mammoth 3D, San Francisco
 Citibank Kids' Bank Attraction, San Francisco
 Maurice Sendak's Where the Wild Things Are, San Francisco
 Coca-Cola Interactive Arctic-themed attraction, Tokyo, Japan
 Godzilla mobile simulator experience & in-theater POP materials, various US locations
 Levi's Airtight Garage log-in attraction, San Francisco
 Space Time Safari, Various US locations

Shows & Spectaculars

Summer Splash Spectacular (aka. Melody of the Sea), Ocean Park, Hong Kong
 Nighttime Spectacular & Fireworks Harbor Show, Sentosa Island, Singapore
 La Grand Fiesta, San Diego
 Colossal Coliseum, Happyland, Vietnam
 StreetBasket, Europe

Branded Exhibits & Environments

VISA Headquarters, San Francisco
 FedEx World Headquarters, Memphis
 Key Bank Prototype Banks, KeyCorp
 BP Headquarters, London, England
 Best Buy, various locations, USA
 Bally's Casino and Sony Electronics JumboTron attraction, Las Vegas
 Katanga Icon, Busch Gardens, Tampa
 Xerox 2002 Olympic Pavilion, Salt Lake City
 Variety, Festival du Cannes, Cannes
 EDS @ Metreon branding attraction, San Francisco
 M&M Mars Inc. Icon and ColorWorks retail venue, San Francisco
 Versata Headquarters, Oakland
 Rand McNally Retail Environmental Branding
 CBS Photo-Op, New York
 UPN Photo-Op, New York
 FOX Broadcasting Photo-Op, New York
 Maker's Mark themed & branded bar, Los Angeles
 Spyro kiosk, E3, Los Angeles
 Saraya, Aqaba, Jordan
 International Civil Aviation Organization Headquarters, Montreal

Museum Exhibits & Cultural

Space Navigation Gallery, Shanghai ScienceLand, Shanghai Science and Technology Museum

The National Museum of the United States Army, Fort Belvoir, Virginia
 The National WWII Museum, New Orleans
 Haichang Polar Ocean World, Science Pavilion, Shanghai, China
 Russian Jewish Museum, Moscow, Russia
 USA National Pavilion, Shanghai World Exposition, Shanghai, China
 Madonna - Costume Exhibit, Various locations
 The Kinsey Collection, American Heritage Gallery, Epcot
 As Seen on TV - The Comisar Collection, various locations
 Petersen Automotive Museum, Los Angeles, CA
 Oceans Hall, Smithsonian Institution, Washington, DC
 Guang Dong Science Center Galleries, Guang Dong, China
 McLaughlin Planetarium Redevelopment, Toronto
 Museum of Animation, Sault St. Marie

Exhibition Stands:

Activision, E3, Los Angeles
 Variety, Festival du Cannes, Cannes
 Spansion, 3GSM World Congress, Barcelona
 Spansion, Convergence, Detroit
 Spansion, Electronica, Munich
 Spansion, San Jose
 Spansion, CES, Las Vegas
 Spansion, Hong Kong
 Global Locate, 3GSM World Congress, Barcelona
 Critical Path, 3GSM World Congress, Barcelona
 BrandPartners, Various locations, USA
 Glenayre, 3GSM World Congress, Barcelona
 RFMD, 3GSM World Congress
 Enterprise Ireland, CTIA, Las Vegas
 Top Line, Monaco
 John Deere International Exposition, San Antonio, Texas
 LucasArts, E3, Los Angeles

Graphic Design & Environmental Graphics

Hewlett Packard, Global Brand Identity
 Coors Light Brand Identity, Mile High Stadium, Denver Colorado
 VISA, environmental graphics
 Structural Package Design, Frito-Lay
 Lincoln Mercury Mountaineer 2002 launch, Point of Purchase Displays
 Jose Cuervo, Traditional, Various locations
 Spansion, 3GSM World Congress, Barcelona
 Spansion, Convergence, Detroit
 Spansion, Electronica, Munich
 Spansion, San Jose
 Spansion, CES, Las Vegas
 Glenayre, 3GSM World Congress, Barcelona
 Critical Path, 3GSM World Congress, Barcelona
 LA Music Center, environmental graphics
 Sailors' Ball, San Francisco
 Top Line, Monaco
 Samsung Everland Resort Site Branding, Korea
 Phil Hettema & Associates brand identity
 Marketing package, 2heads Design
 Brand Identity, Rivendell Films

Structural Package Design

STAX, Frito-Lay

Events

CBS/UPS Upfronts, New York
 Fox Upfronts, New York
 Spider-Man 2 World Premier Party, Los Angeles
 Chronicles of Riddick, World Premier Party, Los Angeles
 Corbis Event, Lions Festival, Cannes
 Fulfillment Fund Event, Beverly Hills
 United States Postal Service Workers Convention, Los Angeles
 Traditional, Jose Cuervo

Gaming

Badlands, Metreon, San Francisco

SELECTED CLIENTS:

Pixar Animation Studios
 Walt Disney Imagineering
 Sony Pictures Entertainment
 NBC Universal
 CBS Paramount
 Variety

Universal Studios - Creative
 Thinkwell Design Production
 The Hettema Group
 Jack Rouse Associates
 Herschend Family Entertainment
 BRC Imagination Arts

Forrec
 Vertex Productions
 SimEx-Iwerks
 Steelman Partners
 Delaney Harmon
 Miziker Entertainment

World Federation of Jewish
 Communities
 Aldar
 Reich + Petch Design International
 Landor Associates