

Bryan McGowan

bryanmcgowandesign.com

mcgowanbryanp@gmail.com

(716) 957 - 7278 | Las Vegas, NV

Profile

My passion is crafting experiences that deeply resonate with audiences. As an Art Director at Neon Global, I serve as creative lead for multi-million dollar attractions such as Jurassic World: The Exhibition, Avatar: the Experience, and several unannounced projects based on some of the world's most well known IPs.

An insatiable learner at heart, I earned my Master of Fine Arts in Themed Experience Design, Master's of Science in Physics & Communication, and Bachelor's in Physics. Yet, I recognize technical and creative skills are merely tools and that a stunning design is hollow if it fails to facilitate an emotional response.

Education

M.F.A. - Themed Experience Univ. of Central Florida, Exp. 2025

Thesis I "*Designing Personalized Experiences With Machine Learning & Recommender Systems*"

M.S. - Physics & Communication Buffalo University, 2014

Thesis I "*Instructor Misconceptions of Newtonian Physics Models*"

B.A. - Physics

SUNY College at Buffalo, 2012

- Computational Physics
- Quantum Mechanics

N.D.S. - Computer Science

Rochester Inst. of Technology, 2009

Cert. - Study Abroad, Japan

Concordia College, 2007

Skills

- Creative Direction
- Art Direction
- Narrative Development
- Experience Design
- Creative Strategy
- Creative Technology

Software

- Adobe Creative Suite
- Microsoft Office Suite
- Autodesk Maya
- Unreal Engine
- Stable Diffusion

Experience

Art Director | Neon Global

04/23-Current

Creative lead for multi-million dollar attractions such as Jurassic World: the Exhibition, Avatar: the Experience, and several unannounced projects based on some of the world's most well known IPs. I provide art direction for projects like D23's Avatar booth, Marvel Avengers Station and World Heritage Exhibitions museum exhibits.

Each project I have led was reviewed highly and financially successful. I manage multiple internal teams, external vendors, and serve as the point of contact between Neon Global and the intellectual property holders.

Creative Director | Freelance

02/12-04/23

As a freelance creative director, I was the creative lead on multiple award-winning projects, including "The Hangover" escape room, "Eeriepalooza," a psychedelic rave-themed horror walk through, Hamburg Fairground's Festival of Lights, WWE's Halloween Havoc.

IP Management & Props Designer | Universal Creative

09/22-12/22

Interned at Universal Creative as part of UCF's Themed Experience Master of Fine Arts program. I aided in the design of the Wizarding World of Harry Potter: Ministry of Magic at Universal's Epic Universe. I collaborated with the Advanced Technology Interactives (ATI) team to design digital interactive experiences using iconic objects and original props. I supported the Intellectual Property team to ensure continued brand alignment.

Risk Analyst | M&T Bank

05/15-11/16

Worked with Fortune 500 executives to identify and mitigate risk.

Owner-Operator | Queen City Games

02/12-05/15

Transformed an auto parts store into an immersive tabletop game store themed to "The Queen City," Buffalo, NY. With frequent conventions, unique interior, and knowledgeable staff, Queen City games was the premier destination for local gaming enthusiasts.