

Creative Director/Writer

me@jackieball.world
Los Angeles, CA

Jackie Ball
RESUME

QUALIFICATIONS:

Leadership of creative teams in the execution of a consistent creative vision on projects of varying scales and budgets.

Adaptability to keep up with the constantly evolving landscape of experiential entertainment, quickly pick up whatever new skills or expertise are needed, and adjust whenever necessary to the various unexpected complications that crop up in the course of a project.

Passion for detail and narrative which allows me to quickly become an expert in any property, and focus in on elements that are most important both to the property holders and the fans.

BA in English Creative Writing, Kalamazoo College, Michigan

SKILLS & PROGRAMS:

Project Leadership

Pitching/deck builds

★ Keynote

Narrative and show writing

★ G-Suite

★ Microsoft Suite

★ Final Draft

Graphics/illustration direction

★ Photoshop

★ Adobe Creative Suite

Video production

★ Premiere Pro

★ Final Cut Pro

EMPLOYMENT HISTORY:

Fever - Creative Director 2022 - 2023

Harry Potter: A Yule Ball Celebration: Concept Development - Production - 5 cities

Unannounced Warner Bros. immersive experience: Concept Development and Refinement

Self-Employed - Creative Director 2019 - 2022

Unannounced Immersive Experience: Concept Development - Schematic Design (Sabaan)

Harry Potter Fan Festival: Activation Development (Thinkwell)

San Diego Zoo Safari Park 50th Anniversary Celebration Development (Thinkwell)

Stranger Things Experience: Charette Creative Consultant (Mycotoo)

Thinkwell Group - Creative Director 2018 - 2019

Harry Potter Wizards Unite Fan Festival, Indianapolis: Concept - Design Development

Shelved Harry Potter Event - Universal Studios, Hollywood: Concept - Casting

Epic Universe - Land Creative Director (Ministry of Magic) - Schematic Design

Money Heist Experience: Concept Development & show writing

Nickelodeon Experience Design - Creative Director 2015 - 2018

Nickelodeon Adventure, Murcia: SD - Fabrication

Teenage Mutant Ninja Turtle Land, Dream Island, Moscow: SD - Construction documents

Nickelodeon Universe, American Dream, NJ: area and attraction development

Nickelodeon Universe, Mall of America, Minnesota: attraction development

MYCOTOO - Creative Director 2016 - 2017

Unannounced Nickelodeon Project, NYC: Concept Development

Unannounced Nickelodeon Park, Singapore: Concept Development

Various blue sky events and shows

EMPLOYMENT HISTORY (CONTINUED):

RIVA Creative - Creative Associate/Creative Director 2013 - 2015

Bollywood Parks, Dubai - area creative director: Concept Design - Design Development

Motiongate Park, Dubai - Attraction creative director: Concept Design

Mysterious and intriguing concept package: blue sky

Mousetrappe - VFX Coordinator/Assistant Editor 2011-2013

Tracked VFX and edited timing animatics for large-scale projection shows and exhibitions:

Walt Disney World Celebrate the Magic

Kennedy Space Center - Space Shuttle Atlantis

US Department of State USA Paillion Expo 2012

Warner Bros. Studio Tour: The Making Of Harry Potter

Thinkwell Group - Video Producer/Editor 2010-2011

Sourced and edited footage for interactive display for Fernbank: Naturequest

Wrote, shot, and edited internal training video

CAREER HIGHLIGHTS:

Fever - Creative Director: Harry Potter: A Yule Ball Celebration

- ★ Conceived and developed live-show from concept through production in collaboration with Warner Bros.
- ★ Lead global team in creation of theatrical production bible for simultaneous launches in multiple continents
- ★ Co-wrote show script
- ★ Oversaw costume design, musical direction, choreography, casting, and staging; with input into scenic design, lighting, graphics, marketing, F&B, and merch
- ★ Tracked deliverables and approvals

Thinkwell Group - In-House Creative Director

- ★ Creative direction and vendor quality control for scenic embellishments in park location for *Harry Potter Wizards Unite Fan Festival*.
- ★ Developed in-park live event with temporary attractions, queue enhancements, walk-around characters, and shows, as well as providing script writing, vendor direction, and cast selection for *Universal Studios Hollywood*
- ★ Development of concept phase for major land including area development, effects, stage show, augmented reality attraction, VR ride
- ★ Development of concept, show writing, and pitching the *Money Heist Experience* for Netflix

Nickelodeon Experience Design - In-House Creative Director

- ★ Lead creative team from concept refinement through design development for Teenage Mutant Ninja Turtles land including area development, themed F&B, streetmosphere, rides, and audience participation show
- ★ Schematic design through installation of *Nickelodeon Adventure Murcia*, including vendor oversight, animation direction, and interactive attraction design
- ★ Concept refinement for multiple attractions and area development for American Dream indoor theme park

RIVA Creative - Land Creative Director: Bollywood Parks Dubai

- ★ Lead creative and wrote scripts for two neighborhoods in major park in Dubai, including area development, RD&E, and five attractions: live stunt show, flight simulator, interactive dark ride, coaster, and immersion tunnel
- ★ Motiongate Parks - Development and scripts for two attractions: *Cloudy With A Chance Of Meatballs* raft ride and *Smurfs* living character show