

Creative Leader | Storyteller | Experience Designer

Multi-disciplinary creative lead specializing in fusing story, strategy, and technology to craft themed experiences, activations, and environments. Adept at leading cross-functional teams, developing compelling audience journeys, and delivering immersive experiences that drive guest engagement and business success.

Experience

XD Agency

Executive Creative Director, March 2023 - Present

Freelance Creative Director, March 2021 - March 2023

Clients: The LEGO Group, HBO Max, Porsche, Adult Swim, Cartoon Network

Lead the creative vision, strategy, and execution for high-profile experiential marketing activations, ensuring alignment with brand objectives and deep audience engagement.

Develop compelling concepts and narratives, crafting immersive experiences that merge digital, physical, and interactive storytelling.

Translate complex creative concepts into pitch-winning presentations using mood boards, write-ups, photo comps, AI generated imagery, and 3D renders.

Define experience flows and audience journeys; calculate projected throughput; develop layouts, renders, and graphics; write scripts and copy, and capture and create content.

Inspire, collaborate with, and direct internal creative teams and external production and fabrication partners to maintain creative integrity throughout the project lifecycle.

Anticipate and adapt to project challenges, applying strategic problem-solving to uphold creative vision while meeting deadlines and budget requirements.

Oversee on-site installations, refining audience flow and optimizing engagement for maximum impact.

Cultivate strong relationships with clients and IP stakeholders to drive seamless approvals and execution.

Established a close creative partnership with the LEGO client while growing the account, projects, and billings year over year.

Key Projects & Achievements:

- **Brickbuster Video:** Designed an award-winning full-scale LEGO-themed video store at San Diego Comic-Con that transported 47,000 guests back to the 90's over the course of 4 days.
- **LEGO Play Stadium:** Built a 7,300-square-foot interactive touring experience that engaged kids in diverse play styles, resulting in 50+ minute dwell times and 100% positive audience sentiment.
- **The LEGO Mirror of Erised:** Developed an AR experience that transformed 71,000 guests into personalized Hogwarts LEGO Minifigures at the Harry Potter: Magic at Play Experience in Chicago.
- **LEGO Star Wars Celebration Booth:** Created an immersive LEGO experience that transported 10,000 fans to a Galaxy Far, Far Away.
- **LEGO Education Mission Re-Ignition:** Sent educators on a mission to the moon with a 30 minute, narrative-driven, escape-room-style experience at ISTE Live
- **HBO Max's Doom Patrol Carnival:** Crafted a themed fan experience that had attendees waiting 45+ minutes to participate at New York Comic Con.
- **Rick and Morty Wormageddon:** Contributed as a creative consultant to the award-winning global campaign.

R. KYLE EVERETT

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Freelance Art & Creative Director

July 2020 - December 2022

Clients: Riot Games, Widmer, Leatherman

Collaborated with leading agencies including Nemo Design, Plastic Sunshine, Rosewood Creative, and Opus United to develop experiential activations, brand storytelling, and integrated campaigns.

Roundhouse

Associate Creative Director, January 2013 - July 2020

Clients: Red Bull, Mophie, adidas, Leatherman, Riot Games, Spotify, Twitch, Harley-Davidson, Microsoft, MSN

Managed and mentored teams to create experiential, retail, and branding campaigns that deliver on brand strategy, audience insights, and business goals.

Spearheaded internal workflow optimizations, integrating new tools and processes for enhanced collaboration and a streamlined 3D pipeline.

Key Projects & Achievements:

- **Twitch Rivals eSports Stadium:** Designed an immersive stadium experience for TwitchCon.
- **Red Bull x Ninja Studio:** Created a cutting-edge gaming space and streaming studio, generating 32M+ YouTube views from the build video.
- **Mophie Electric Treehouse:** Built a stunning glowing treehouse activation at Camp Flog Gnaw.
- **Microsoft Infinity Room:** Developed the first ever video-integrated fully-mirrored experiential installation.
- **adidas Retail Campaigns:** Led the creative development for nationwide brand store rollouts.

Leo Burnett, Y&R, and EnergyBBDO

Art Director at various agencies, June 2005 - January 2013

Skills

Service Oriented Creative Leadership: Guiding, empowering, and inspiring teams with vision, empathy, and clarity.

Fan-first Strategy: Diving deep into fandoms and IP to craft authentic and emotionally engaging experiences.

Art Direction & Visual Design: Expertise in 3D/environmental design, graphic design, and branding.

Cross-Functional Collaboration: Managing workflows, resources, and budgets with producers and project managers.

Proactive Strategic Problem-Solving: Adapting to challenges with resourceful, audience-first solutions.

Client & Stakeholder Management: Navigating approvals and relationships with internal and external partners.

Technical & Production Knowledge: Deep understanding of fabrication, production, development, and installation.

Creative Execution & Adaptability: Quick to learn and apply new tools, software, processes, and techniques.

Software Expertise: Proficient in Photoshop, Illustrator, Premiere, SketchUp, Twinmotion, Keynote, and Google Suite.

Education

Purdue University, Indianapolis IN: Themed Entertainment Design

Pratt Institute, New York NY: Exhibition Design Intensive

Bradley University, Peoria IL: Bachelor of Science with triple major in Graphic Design, Multimedia, and Photography