



SAM CARTER

714 915 8006
SAM@SAMCARTERART.COM
PO Box 3395 TUSTIN CA, 92781

California State University Fullerton - Drawing & Painting BFA 2004

QUALIFICATIONS

- 12+ years concept art experience
- 21+ years theme park experience
- 16+ years managerial & supervisory experience
- Strong illustration & free hand art skills
- 7+ years as a scenic artist
- Excellent interpersonal & teamwork skills
- Sharp, detailed drafting skills
- Ability to multi-task & work efficiently under demanding deadlines
- Self-starter, highly motivated
- Knowledgeable in Mac & PC
- Effective verbal & written communication skills
- Highly creative, talented & independent
- Experience with executive level presentations
- Specialize in environmental signage solutions
- Proficient in Illustrator, Photoshop, CAD, SketchUp & Microsoft Office

PROFESSIONAL EXPERIENCE

UNIVERSITY OF SOUTHERN CALIFORNIA - Los Angeles, CA

OCT 2012 - present

Auxiliary Services

Director of the USC Design Studio

- Responsible for all creative, design, identity, and social media for University non-academic units (including the Bookstore, Hospitality, Housing, Transportation, Radisson hotel and Los Angeles Memorial Coliseum)
- Lead and direct a team of designers to create, develop and define all creative elements within an assigned task that provided obvious transformation of visual quality under potential change of scope, tight budgets and demanding deadlines
- Collaborate with the Art Director, Graphic Designers, Photographers, Marketing Director and project team to meet all objectives and design intent to ensure students, Alumni, faculty and guests have the best USC experience
- Oversee and direct the execution of all projects that include graphics, web design, apparel, collateral, environmental signage, merchandise, maps, logos & events
- Designed & initiated the University mascots that became an integral part of the school spirit at all Athletic events
- Create, direct and oversee logo identity and branding style guide for various business units, including the Los Angeles Memorial Coliseum
- Collaborate with Trademarks & Licensing to develop vendor brand quality control

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PROFESSIONAL EXPERIENCE continued

DISNEYLAND - Anaheim, CA

Creative Entertainment

Art Specialist / Designer

MAR 1995 - SEPT 2012

- Collaborated closely with the Show Director, Producer, Tech Director, Project Manager and Theme Park Operations to achieve design intent that ensured successful experience and memorable moments for Disney Parks guests
- Created, directed and oversaw the fabrication of show props, merchandise window décor, scenic elements, photo locations and parade floats that enhanced guest experience
- Led and directed a team of Art Crew and Scenic Fabrication to bring to life the creative aspects of assigned projects under demanding timelines and sudden change of scopes
- Oversaw and directed the execution of creative theme park projects that included themed design, concept art, story board, graphics, collateral, environmental signage, merchandise, ground plans, maps, logos and events
- Acted as a liaison by collaborating with non Parks & Resorts partners (i.e. Disney Studios, Walt Disney Animation, Pixar, Marvel, Lucasfilm and Tim Burton Studios) to develop an approved representation of their own intellectual properties

FREELANCE

CREATIVE CONSULTANT

GARY GODDARD ENTERTAINMENT - Beverly Hills, CA

RETROACTIVE - North Hollywood, CA

ANONYMOUS - Irvine, CA

2008 - present

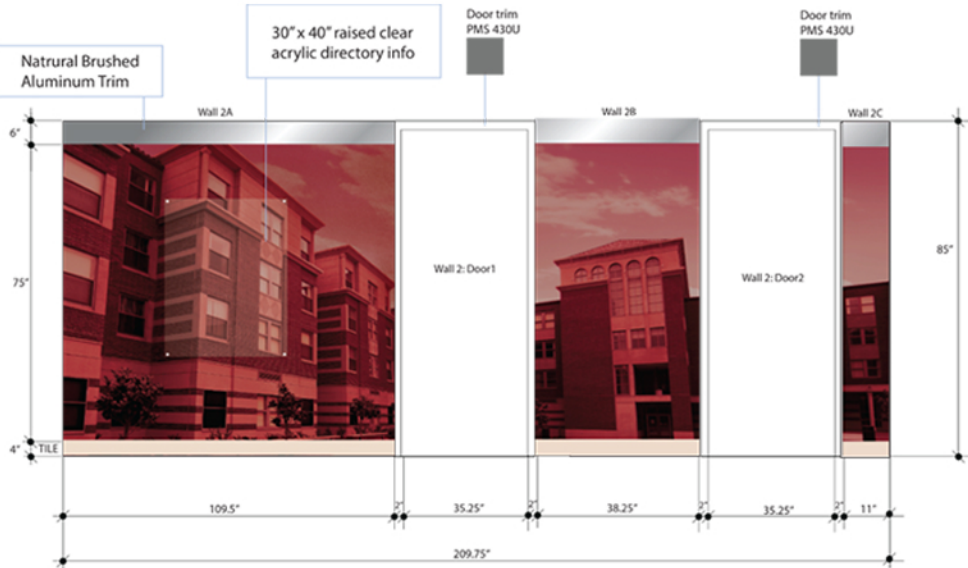
- Clients: 20th Century Fox, Universal Creative, Six Flags, Major League Baseball, Angel Baseball, ESPN, Walt Disney Parks & Resorts, South Coast Plaza
- Created detailed overview line art based off of existing written descriptions
- Painted elaborate concept art for proposed theme park offerings with quick turn around
- Produced loose story board art to pitch the concept in a visual narrative to clients
- Designed original character development for different theme parks and entertainment proposals

GALLERY ARTIST

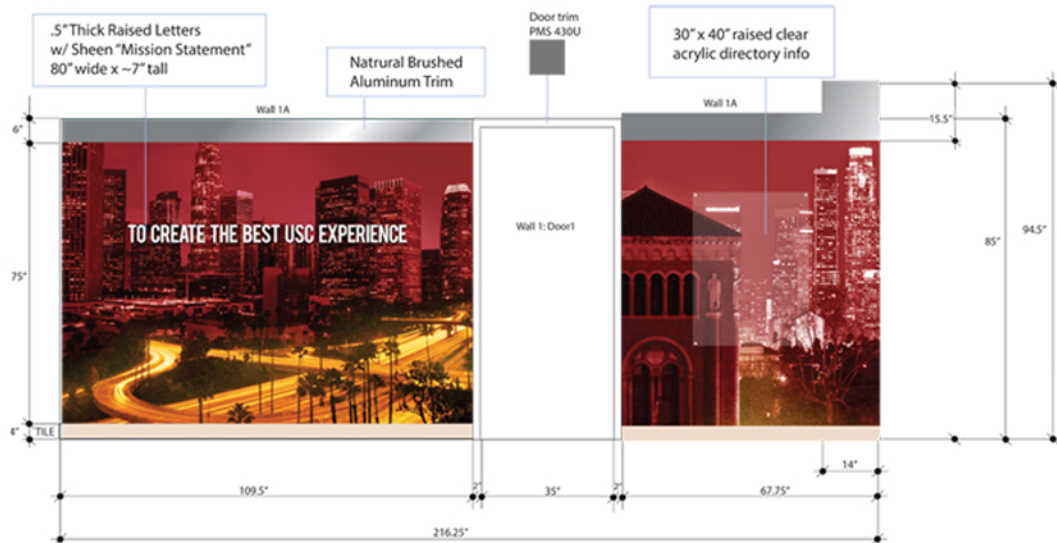
- Founder of POPzilla Gallery - Curator and Artist in group shows throughout Orange County
- Featured Artist in Downtown Disney's WONDERGROUND Gallery
- Painted various murals backstage and onstage at Disneyland
- Participant in several Los Angeles, New York & International Art Galleries

I am a creative professional with over two decades of experience in the entertainment and theme park industry and have a passion for environmental design and creating exciting guest experiences. I pride myself on my leadership and creative collaboration skills. To me there is nothing better than working with a team of talented others to bring to life the next world-class guest experience.

Sam Carter



Grab & Go concept for upcoming venue



Transportation Front Office Renovation, "Advent-lite" Objective

Environmental Design

USC Transportation & Hospitality
 Director of the USC Design Studio
 Oct 2012 - present



Delivered a modern and professional looking campaign to build awareness of a summer music series at the Lab Gastropub



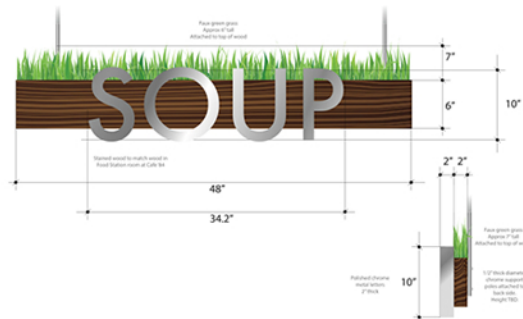
Created an exciting logo and branding visuals for an original "Chipotle" styled quick serve restaurant in the USC Food Court



Residential Dining Interior Signs



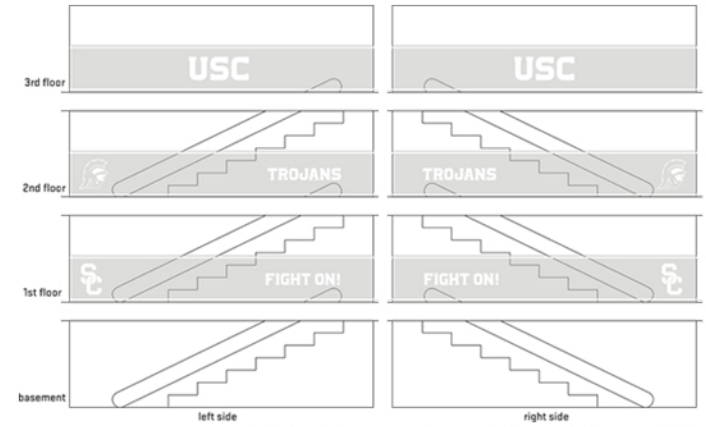
Designed an identity system for the Teaching Garden program which has helped USC gain notoriety as the first university in the nation to have a farming effort of this scale using vertical tower aeroponics technology



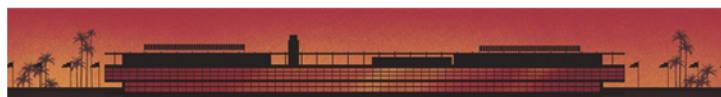
Hospitality Design

USC Hospitality
 Director of the USC Design Studio
 Oct 2012 - present

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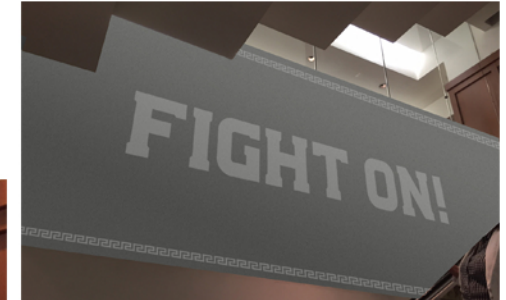
Team Trojan Product Display Concepts, with ability to store apparel within



South Coast Plaza SC Trojan Town Interior Trim Design



Unused concept that helped get us to the right solution



Creative Solutions: Frosted Vinyl made of various percentages of transparency allowed us to hide the back side of product displays in Bookstore escalator space

Creative Solutions in Retail

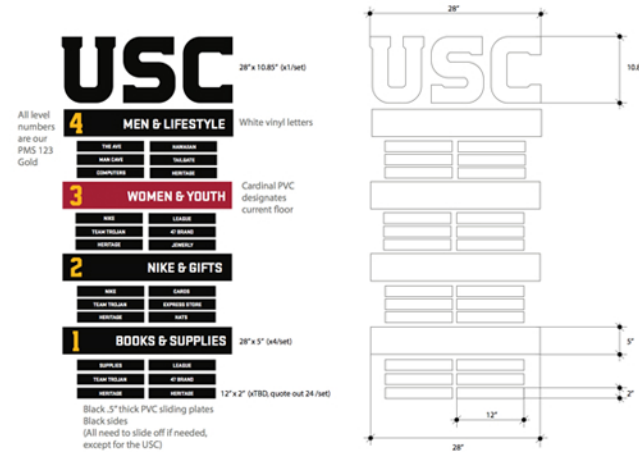
USC Bookstore
 Director of the USC Design Studio
 Oct 2012 - present



Designed successful line of original Hawaiian Shirt Collection



Developed a successful revamped USC catalog program that focused on use of "life style" photography

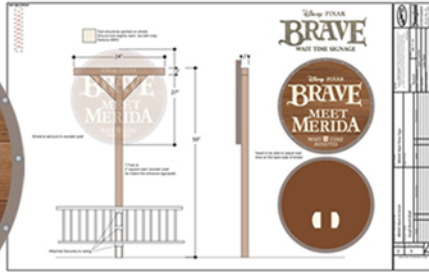


Bookstore Directional Signage

Retail & Brand Experience Design

USC Bookstore
Director of the USC Design Studio
Oct 2012 - present

Designed & initiated University mascots which became an integral part of school spirit at all Athletic events

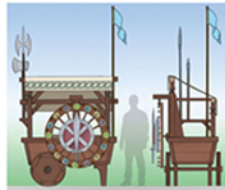


Collaborated with the Producer, Tech Director, Show Director and Pixar on a Character Meet & Greet experience inspired by the Disney / Pixar film "Brave". Participated in creative brainstorming on how to appropriately place "Merida" in Fantasyland. Developed themed games and activities for the area

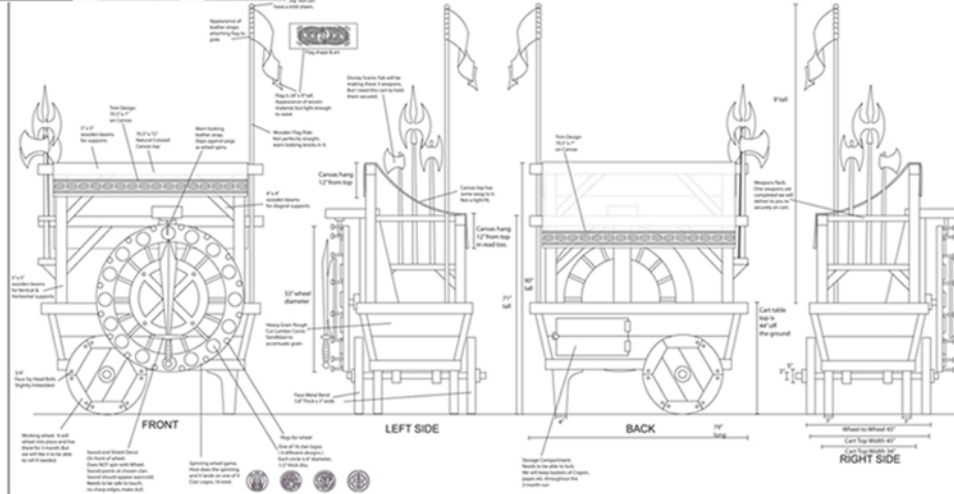


Disney PIXAR BRAVE

PLAY & GREET CRAFT & GAME CART



PROJECT NAME	Brave Craft & Game Cart
CLIENT	Disney Entertainment
DATE	04-23-12
LOCATION	Disneyland
DESIGNER	Sam Carter
REVISIONS	
1	1
APPROVAL SIGNATURE	



Entertainment Design
 The Disneyland Resort "Meet Merida"
 Concept Artist & Designer
 Spring 2012



Neon



Floral



Drink



Food

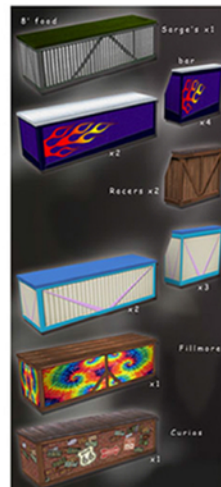
Created an epic grand opening ceremony and Celebrity / Media Event for Disney California Adventure's Cars Land to top off the end of a 1.7 billion dollar 5 year expansion.



Seeing the concept through from beginning to end



Designed Event Branding



Designed Themed Bars & Buffets



Ceremony Ground Plan



Designed Guest Party Map

Event Design

Disney California Adventure Grand ReOpening Ceremony & Cars Land Grand Opening Ceremony

Art Director

June 2012

Fillmore's Windmill Concept



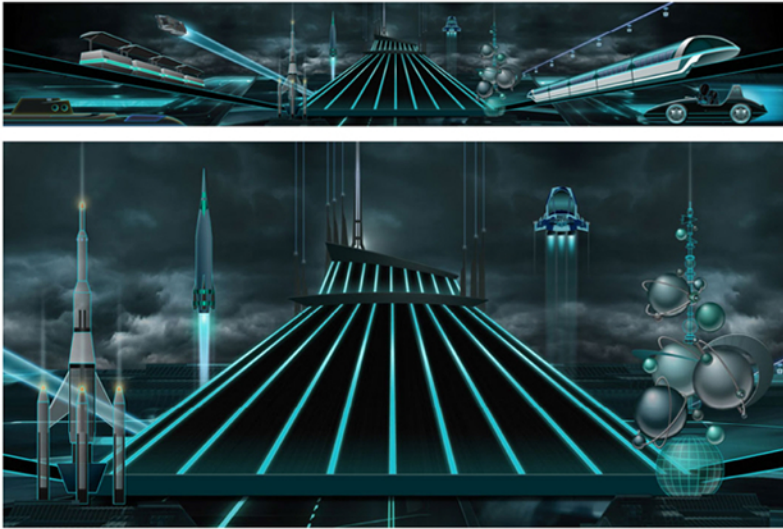
Buena Vista Street - Carthay Circle
Christmas Tree and Decor Concept Art



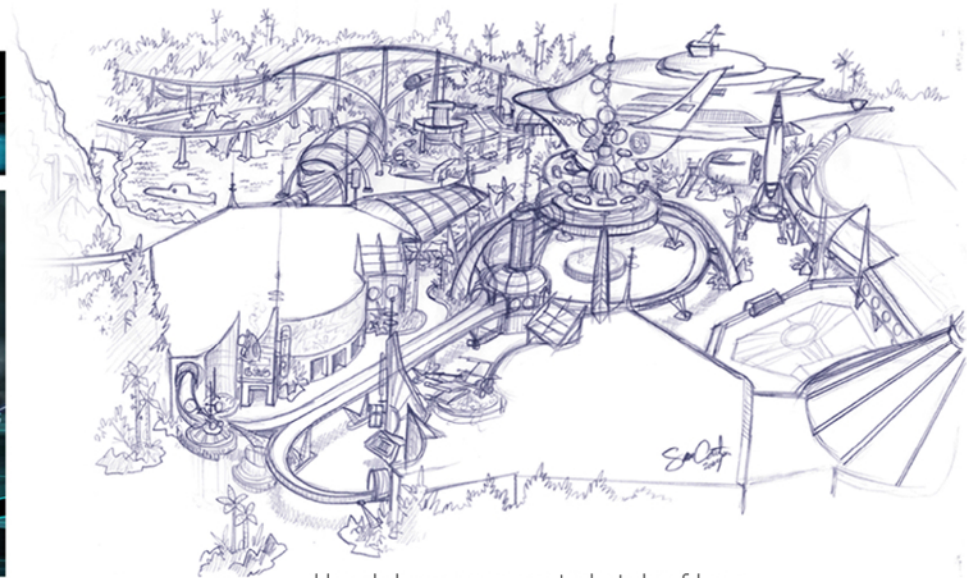
Cars Land Holiday Themed Overlay Billboard

Created various holiday overlays for the Disneyland Resort, including the "Season's Speedings" phrase and entrance billboard to Cars Land, which was also featured in a line of holiday merchandise. Also provided the inspiration of the Park's Buena Vista Street Christmas Tree and era-appropriate custom vintage ornaments

Holiday Overlay Design
The Disneyland Resort
Concept Artist & Designer
2011



Delivered detailed art for a 50' x 9' mural in former Rocket Rods queue underground for event & merchandise space. The TRON inspired design paid homage to various attractions from Tomorrowland's past and present



Hand drawn concept sketch of how to renovate the dated Tomorrowland



Created multiple proposed designs for the Disneyland Resort, including themed kiosks and a 100' neighborhood mural for a room in the Innoventions Dream Home: The House of the Future". these 3 samples were each for the theme of Tomorrowland

Themed Environment Design

The Disneyland Resort - Tomorrowland
Concept Artist & Designer
Spring 2010



Designed numerous custom logos, word marks, and simple branding for signage at various venues and special events.



Signage & Banner Design

The Disneyland Resort
Event Branding & Designer
2006 - 2012



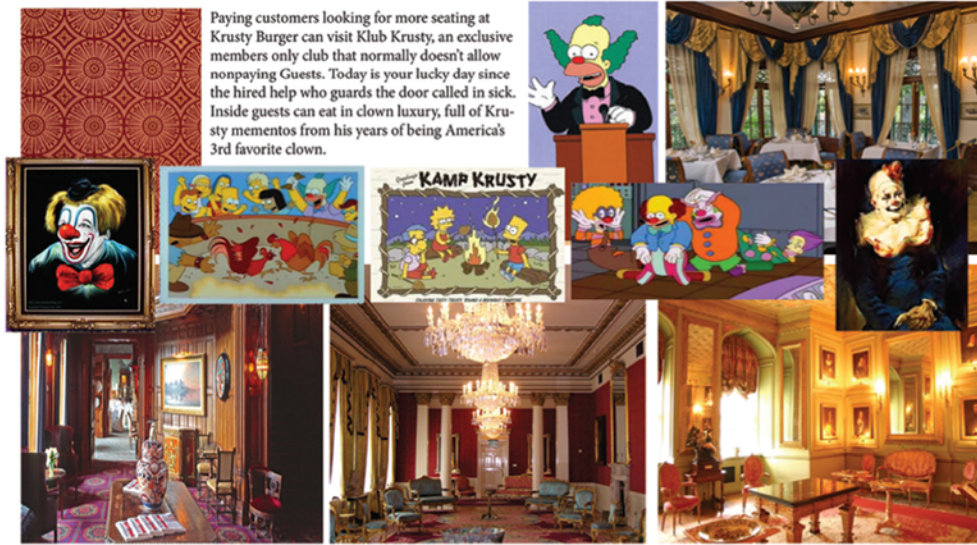
Designed and developed all visuals and concepts of floats for a nighttime spectacular light parade at five Six Flags parks in North America. Each parade consisted of various units based on existing intellectual properties. Oversaw fabrication and collaborated with Show Director and Producer at on site rehearsals



Entertainment Design

Gary Goddard Entertainment / Six Flags
"Glow In The Park" Parade
Concept Artist & Float Designer
2008 - 2009

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Paying customers looking for more seating at Krusty Burger can visit Klub Krusty, an exclusive members only club that normally doesn't allow nonpaying Guests. Today is your lucky day since the hired help who guards the door called in sick. Inside guests can eat in clown luxury, full of Krusty mementos from his years of being America's 3rd favorite clown.

Initiated concept and provided themed solution to what the appropriate theme should be for the second floor of a "Krusty Burger" restaurant in the Universal Studios Hollywood version of "Springfield USA"

PROJECT 535 Upstairs at the Krusty Burger- Klub Krusty VIP Room



The Stonecutters are a Secret Society that Homer finds himself not only a member of, but for a limited time he was the "Chosen One". Krusty was also a member so it would make sense that he would have a hidden Stonecutter Chamber Room as part of his V.I.P. club upstairs at the local Springfield Krusty Burger.



Concept Solution Design
 RHETROACTIVE / 20th CENTURY FOX / UNIVERSAL CREATIVE
 Concept Artist & Designer
 June 2013

PROJECT 535 The Stonecutters Secret Chamber Inside Klub Krusty



Developed the look and feel of a Simpson's inspired "Bumble Bee Man" taco truck for both Orlando and Hollywood "Springfield USA" themed lands inside Universal Studios theme parks



Hospitality Design
RHETROACTIVE / 20th CENTURY FOX / UNIVERSAL CREATIVE
Concept Artist & Designer
Dec 2012