

# Experience Designer (LBE)



## Our Purpose

A global arts and entertainment company  
*Making imaginary worlds a reality*

## Our Values

creativity, courage, community, kindness,  
excellence and kotahitanga

## Role Overview

The role of Experience Designer in our Location Based Experience (LBE) team at Weta Workshop is to creatively oversee and be responsible for the production design and the concepts/assets produced by the design and creative team on specific LBE projects.

### MAIN RESPONSIBILITIES

- Creative and Production Design Leadership on all assigned projects
- Initiate creative, technical and innovative design concepts on all assigned projects
- Creative Communication across all project design elements
- Creative Mentorship of LBE Project Design staff

## Key Accountabilities and Outcomes

### LBE Production Design

Demonstrate outstanding all-round creativity, artistic ability and imagination across screen, location based experiences, immersive marketing campaigns, immersive theatre, theme park attractions and museum exhibitions, gaming, product design, brand design, plus other creative endeavours

- Creative leadership & responsibility for the multiple stages of production design on multiple projects, from high concept design, concept refinement, through to final design, including build plans for the different stages of set/exhibit design and construction and beyond.
- Find and invent design solutions for creatively unique, emotionally impacting location based experiences that engage all the senses.
- Drives creative intent, story and design through all phases of the project.
- Works collaboratively with project & experience production management, leading the assigned team(s) of designers, artists, creatives and technicians
- Be the primary design point of contact between project management and those relevant creative staff on specific projects

- Work with concept artists to create compelling concept art with a focus on immersive experience, story, key scene illustration, environment, character, costume, creature and prop design
- Act as the design “vision-holder” for assigned project(s), maintaining cohesive design aesthetics through all phases of design and development.
- Demonstrate strong art directorial abilities and give creative and design feedback to fellow artists within the team
- Provide creative & technical input and recommendations for reducing costs and improving quality of work
- Consult(s) with Project Producer(s), PM, HOD’s and assigned production team(s) to delegate creative aspects of the job to the appropriate crew and provide clear instructions/briefs
- Works within project parameters, client requirements, internal goals and constraints, with consideration of the budget and schedule

### **Initiate creative, technical and innovative design concepts**

- Participates and leads as a creative design thinker/artist with the ability to invent thoughtful, viable and unexpected/original creative solutions to internal client and external client briefs
- Participate in all design aspects of a project, and encourages the team to focus on finding unique creative solutions, innovative ideas, quality design and pushing the teams technical and creative capabilities.
- Support Creative leadership in helping shape effective design processes within the design studio
- Initiate & lead internal creative feedback forums
- Work across a broad range of storytelling platforms, formats and media
- Ability to work in many different visual methods, including, but not limited to; 3D modelling & renders, design build plans, sketching, illustrating, composite imagery, copy and image research documentation.

### **Creative Communication**

- Communicates, inspires, and maintains creative project intent among all team-members.
- Responsible for representing the assigned creative team and their work to clients and senior management
- Keeps Supervising Creative Director updated on creative evolution of the projects
- Facilitates the clients brief(s) to assigned creative team – pushes & challenges concepts, working to find the best way to meet the client's needs through creative/design solutions with project parameters
- Collaboratively establishes design strategies and solutions for client projects
- Delegates authority, as appropriate, to senior designers/technicians giving them ownership of specific project briefs & empowering them to ensure all project objectives are met and that design quality is upheld
- Be a sounding board during creative/technical discussions
- Supports Creative Directors by acting as the lead design project liaison with internal and external stakeholders, clients, vendors etc
- Creative oversight and art directorial quality control of 3<sup>rd</sup> party project vendors.

### **Creative Mentorship**

- Mentor and support team members; understanding team’s strengths/weaknesses

- Assists in identifying and recruit talent and resources necessary to complete projects.

### **Other Key duties**

- Project development planning
- Guest experience creation
- Ideas generation
- Content design development and media direction
- Staging and production concept design

**Champions excellent health, safety and wellbeing practices.**

### **Experience and Qualifications**

- Qualifications in Theatre, Art, Film, exhibition design or Architecture is preferred
- 5+ years experience working on, and designing, a mix of immersive experience-based attractions, design for film/tv, exhibition design, live experience event design
- Possesses and demonstrates innovative, creative and technical abilities
- Effective creative leadership abilities
- Developed understanding of LBE production design and story creation
- Compelling communicator, skilled in motivating team members and cultivating key relationships
- Excellent problem-solving skills, flexibility and adaptability
- Strong personal organisation skills and attention to detail
- Illustration skills with a good understanding of art fundamentals (space, form, light, surface, texture, line, colour)
- Understanding of design through to manufacture. (i.e - plausible designs that can be executed)
- Very high standards for design and execution
- Ability to visually interpret other people's ideas
- Ability to lead small to medium sized creative teams
- Excellent knowledge of creative and design software applications
- Marketing knowledge
- Experience & a keen interest in design, within immersive location based entertainment, film, tv, museums, gaming, pop culture, the world itself!

### **Key Working Relationships**

#### **Internal**

- Design/Creative/Technical/Manufacture leaders & crew
- Supervising Creative Director
- Senior Management team
- Production Managers and Production Coordinators

#### **External**

- Clients