

Adrianna Gordon

THEMED ENTERTAINMENT DESIGNER

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SKILLS

- **Hands On:** Vinyl Installation, Sign Fabrication and Installation, Paint Applications, Finishes & Techniques, Carpentry, Prop Fabrication, Illustration, Sculpting, Set Dressing, Window Displays, Large Format Printing, Graphtec Cutting, Lamination, Power Tools,
- **Design & Digital Media:** Visual Merchandising Design, Facade Design, Window Display Design, Scenic Design, Set Design, Experiential Graphic Design, Typography, Brand Activation & Identity, Retail Design, Fixture & Prop Design, Social Media & Marketing, Exhibit & Spatial Design, Environmental Graphics & Wayfinding
- **Software Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), 3D Modeling & Rendering (Trimble SketchUp Pro, Twin Motion), Microsoft Office Suite, Some CAD Software, Artificial Intelligence Tools
- **Soft Skills:** Storytelling, Problem Solving, Ambitious, Motivated, Resilient, Open-Mindedness, Curiosity, Passion & Excitement, Innovation, Above and Beyond Attitude, Leadership, Positive Outlook, Strong Work Ethic, Dedicated, Time Management

EXPERIENCE

THEMED ENTERTAINMENT GRAPHIC DESIGNER

05/2025-Present

SeaWorld Parks & Resorts Orlando

- Develop graphics, props, facade and pop-up display design and scenic elements for park signage, special events, animal presentations, and marketing materials
- Collaborate with all park departments to deliver cohesive design solutions for theming, in park signage, and prop maintenance
- Maintain brand consistency by following and contributing to style guides, color elevations, and DNA sheets across three parks SeaWorld, Aquatica, and Discovery Cove
- Produce and fabricate all vinyl graphics in house including printing, laminating, cutting, and application, as well as prop and sign fabrication, while managing digital assets and preparing print ready artwork
- Manage multiple projects by tracking deadlines, project coordination, organizing files, and executing installation and strike of signage, vinyl graphics, props, and event elements throughout the park while meeting tight deadlines

DESIGN & FABRICATION INTERN

01/2025 - 04/2025

MS Signs Inc.

- Assist in designing signage using Adobe Creative Suite and CAD software for a variety of clients, ensuring alignment with branding and spatial requirements.
- Help develop prototypes and mockups for various projects.
- Research materials and recommend creative and cost-effective design solutions tailored to project needs.
- Collaborate with designers, architects and project managers to ensure seamless integration of signage into diverse environments.

SCENIC ARTIST

01/2021 - 05/2021

Beyond Scenic

- Contributed to three contracted projects for Disney's Animal Kingdom, supporting themed environment projects.
- Applied base, primary, and finish painting on large props using faux finishes and aging techniques.
- Assisted with sculpting, carving, repairs, and workspace organization to maintain project quality and efficiency.

EXPERIENCE	SCENIC ARTIST INTERN Lansirlart Studios	06/2020 - 10/2020
	<ul style="list-style-type: none"> Translated design renderings into scenic art by designer specifications. Sculpted and carved foam props, completed repairs, and applied diverse faux finishing and aging techniques to meet project requirements. Produced mock-up graphic designs and social media content, enhancing the studio's marketing and visual communication efforts. 	
	SALES ASSOCIATE AND COLOR & DESIGN EXPERT Sherwin Williams	01/2018 - 12/2018
	<ul style="list-style-type: none"> Supported sales efforts at Sherwin-Williams by servicing both contractors and retail customers. Acquired extensive knowledge of paints and coatings, determined customer needs, and recommended suitable products. Applied expertise as a color and design consultant to advise customers on color choices and design solutions for their projects. Managed inventory by moving products, tinting, and mixing paint to specifications. 	
	STAGE ARTIST Painting with a Twist	08/2016 - 05/2018
	<ul style="list-style-type: none"> Led painting parties from a stage for groups of 20+ people, providing a fun and educational art experience for children and adults. Organized materials, checked in customers, handled payments, and maintained studio standards. Completed pre-painting exercises to optimize teaching methods and displayed finished artworks on stage. Incorporated artistic skills with excellent customer service and an outgoing personality to create a memorable class atmosphere. 	
EDUCATION	FASHION INSTITUTE OF TECHNOLOGY NEW YORK, NY Bachelors of Fine Arts in Spatial Experience Design Associates of Applied Sciences in Communication Design	08/2022 - 05/2025
	<ul style="list-style-type: none"> 2023/2024 PRADA Scholar Award Representative for Prospective Students Founder and President of FIT Chess Club Specialization in Themed Environments and Entrepreneurship Graduated with Magna Cum Laude Honors 	
INDUSTRY HIGHLIGHTS	2025 IAAPA AMBASSADOR	11/2025
	<ul style="list-style-type: none"> Represented IAAPA at industry events by welcoming attendees, supporting sessions and experiences, and fostering a positive, inclusive environment for global themed entertainment professionals Served as a liaison between IAAPA staff, speakers, and guests, providing clear communication, wayfinding support, and on site problem solving Built meaningful connections with students, emerging professionals, and industry leaders while promoting IAAPA programs, education, and career pathways 	
	THEMED ATTRACTION SHOWCASE CONTEST <i>Innerchild: A Playground for the Soul</i>	
	<ul style="list-style-type: none"> Awarded Best in Show: Fourth Runner Up Honorable Mention Award: Use of Technology 	