

Alex Grayman

Themed Entertainment Design

Orlando FL

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Stats

- 20+ years with Walt Disney Imagineering, the studio responsible for the design of Disney theme parks and resorts around the world
- Based at WDI Headquarters in Glendale CA 1998-2013
- Based at Walt Disney World in Florida 2013-2020
- Roles in California included Show Designer, Creative Director, Field Art Director
- Roles in Florida included
 - Art Director for Magic Kingdom theme park
 - Art Director for Disney's Hollywood Studios theme park
 - Art Director for Walt Disney World Transportation (monorails, watercraft, buses, parking lot trams, steam trains, Skyliner gondola system)
- Creative lead for boutique-sized to multi-million-dollar projects
- Creative lead for attraction, food, retail, area development, transportation, guest services projects

Skills

- Cultivating and leading high-performing creative teams
- Encouraging team members to feel invested in the process and the product
- Promoting diversity, inclusion and relevance, both for team makeup and project content
- Developing and maintaining client and partner relationships
- Meeting schedule milestones and budget targets
- Executive, client and partner presentations
- Verbal and written communication
- Visual storytelling, immersive worlds
- Themed and branded entertainment, Intellectual Property
- Show writing and editing
- Brainstorming and Blue Sky
- Concept Development
- Design and production

Skills continued

- Construction documents
- Construction knowledge
- Familiarity with building codes and accessibility standards
- Design history
- Theme park history
- Education/mentoring
- Photoshop
- SketchUp
- Keynote/PowerPoint
- Serving as creative liaison to multiple partners:
 - Foods, Merchandise, Attractions, Guest Relations, Custodial, Entertainment, Horticulture leadership
 - Park Executive teams
 - Park Operations teams
 - Engineering Services (Maintenance)
 - Facility Asset Management (WDW project management organization)
- Providing creative direction to multiple disciplines:
 - Graphics
 - Color Design
 - Concept Art
 - Architecture
 - Engineering
 - Interiors
 - Show Lighting
 - Show Writing
 - Production Design
 - Props/Set Decoration
 - Landscape Design
 - Hardscape Design
 - Special Effects
 - Audio/Media Design

Attributes

- Respected partner
- Team player
- Committed to mutually beneficial solutions and common goals
- Schedule- and budget-conscious
- Detail aware/big-picture focused
- Calm under pressure
- Vision and enthusiasm
- Self-motivated
- Inclusive
- Collaborative
- Encouraging and supportive
- Positive attitude
- Humble, respectful and appreciative

Selected Projects

- **Disney Animation** attraction, Disney California Adventure, 1998-2000, Show Designer
- **Fantasyland**, Hong Kong Disneyland, 2002-2004, Show Designer
- **Monsters, Inc. Mike and Sulley to the Rescue!** attraction, Disney California Adventure, 2004-2005, Show Designer
- **Goofy's Playhouse**, Disneyland, 2005, Show Designer, Creative Director and Field Art Director
- **Monsters, Inc. Ride and Go Seek** attraction, Tokyo Disneyland, 2005-2006, Show Designer
- **Monsters, Inc. Laugh Floor** attraction, Magic Kingdom, 2006, Show Designer
- **Toy Story Midway Mania** attractions, Disney California Adventure and Disney's Hollywood Studios, 2006-2007, Show Designer
- **The American Idol Experience** attraction, Disney's Hollywood Studios, 2007, Show Designer
- **The Little Mermaid ~ Ariel's Undersea Adventure** attraction, Disney California Adventure, 2007-2008, Show Designer (including building layout and ride track layout)
- **Star Tours – The Adventures Continue**, Disneyland, 2008, Show Designer
- **Radiator Springs Racers** attraction, Disney California Adventure, 2008-2009, Show Designer
- **Fantasyland Expansion**, Magic Kingdom, 2008-2010, Show Designer
- **Kids' play areas**, *Disney Fantasy* and *Disney Dream* cruise ships, 2009, Show Designer
- **TRON** attraction, Shanghai Disneyland, 2009-2010, Show Designer
- **Jet Packs** attraction, Shanghai Disneyland, 2009-2010, Show Designer
- **Peter Pan** attraction, Shanghai Disneyland, 2010, Show Designer
- **Blue Sky Cellar** preview center, Disney California Adventure, 2010-2012, Creative Director for five consecutive installations
- **Test Track** attraction refresh, EPCOT, 2011-2012, Creative Director and Field Art Director
- **Blue Sky Projects**, various unbuilt projects for locations around the world, 2004-2013, Show Designer/
Creative Director
- **Jungle Navigation Co, Ltd. Skipper Canteen** table-service restaurant, Magic Kingdom, 2013-2015, Creative Director
- **Pandora Jewelry** retail project, Magic Kingdom, 2014, Creative Director
- **Island Supply Sunglass Hut** retail project, Magic Kingdom, 2014, Creative Director
- **Cinderella Castle forecourt ramps** area development project, Magic Kingdom, 2014-2015, Creative Director
- **Sunset Showcase** black box event center, Disney's Hollywood Studios, 2015, Creative Director
- **Red Carpet Dreams Starring Mickey & Minnie** and **Celebrity Spotlight Featuring Olaf** character meet and greet experiences, Disney's Hollywood Studios, 2015-2016, Creative Director
- **PizzeRizzo** quick-serve restaurant, Disney's Hollywood Studios, 2015-2016, Creative Director
- **Parkwide Holiday Area Music**, Disney's Hollywood Studios, 2016, Creative Director
- **Grand Avenue**, Disney's Hollywood Studios, 2016-2017, Creative Director
- **BaseLine Taphouse** bar and lounge, Disney's Hollywood Studios, 2016-2017, Creative Director
- **Bus Terminal**, Disney's Hollywood Studios, 2016-2018, Creative Director
- **Parking Lot Toll Plaza**, Disney's Hollywood Studios, 2016-2018, Creative Director
- **Parkwide Area Music**, Disney's Hollywood Studios, 2017, Creative Director
- **Walt Disney Presents** historical display and synergy attraction, Disney's Hollywood Studios, 2017, Creative Director
- **Disney Vacation Club kiosk**, Disney's Hollywood Studios, 2017, Creative Director
- **Bibbidi Bobbidi Boutique** retail/makeover experience, Magic Kingdom, 2018-2019, Creative Director
- **Cinderella Castle-to-Liberty Square walkway expansion** area development project, Magic Kingdom, 2018-2019, Creative Director
- **Liberty Square Market** quick-serve food location, Magic Kingdom, 2019-2020, Creative Director
- **Monorail Trains Interior/Exterior refresh**, Walt Disney World, 2019-2020, Creative Director
- **Adventureland Area Music**, Magic Kingdom, 2019-2020, Creative Director