

Bryan McGowan

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Profile

My passion is crafting experiences that deeply resonate with audiences. As an Art Director at Neon Creative, I am the creative lead for all experiences on an iconic franchise known for its immersive world. An insatiable learner at heart, I've earned a Bachelor's in Physics, Master's in Physics and Communication, and Master of Fine Arts in Themed Experience design. Yet, I recognize technical and creative skills are merely tools. A stunning design on paper remains hollow if it fails to facilitate an emotional response in the audience. I bring an unwavering empathy to every project I take on.

Education

M.F.A. - Themed Experience

University of Central Florida
Exp. May 2024

Thesis | "Real Time A.I. Generated Interactive Immersive Experiences"

M.S. - Physics & Communication

Buffalo University | December 2014

Thesis | "Educator Misconceptions of Newtonian Physics Models"

B.A. - Physics

SUNY College at Buffalo | May 2012

- Computational Physics
- Quantum Mechanics

Skills

- Creative Direction
- Experience Design
- Creative Strategy
- Creative Tech
- Collaboration
- Game Design
- Narrative
- Research
- Fabrication
- Pitching

Software

- Stable Diffusion ("AI Art")
- Adobe Suite
- Microsoft Office
- Maya
- Unreal Engine

Experience

Associate Creative Director | Neon Creative | April 2023 - Current

Art Director | April 2023 - February 2024

Serving as creative lead for both original concepts and iconic IPs like Marvel's Avengers, Jurassic World, Avatar, and The Wizarding World of Harry Potter, I manage multiple internal teams and external vendors. My approach blends principles from creative strategy, narrative design, human-computer interaction to ensure alignment with the brand while providing unexpected surprises.

I.P. & Props | Universal Creative | September 2022 - December 2022

Interned at Universal Creative as part of my MFA program. I aided in the design of the Wizarding World of Harry Potter: Ministry of Magic area in the upcoming Universal's Epic Universe theme park. I collaborated with the Advanced Technology Interactives (ATI) team to design novel experiences using iconic objects and original props. Additionally, I supported the Intellectual Property team to ensure continued brand alignment.

Experiential Designer | January 2013 - April 2023

As a freelance experiential designer, I focused on creative strategy and data-driven concept design. More specifically, I designed a short-term event celebrating the grand opening of a major technology company's new headquarters. I also had the opportunity to design pop-ups, immersive retail spaces, escape rooms, haunted attractions, and special events.

Creative Director | Eerie Productions | June 2016 - October 2019

Acted as creative lead on multiple award-winning projects, including an escape room based on the film, "The Hangover," and "Eeriepalooza," a psychedelic rave themed haunt.

Operational Risk Analyst | M&T Bank | May 2015 - November 2016

Worked directly with department executives to identify, assess, and mitigate potential risks to business operations by reviewing and rewriting existing policies and ensuring compliance with relevant regulations.

Owner-Operator | Queen City Games | February 2012 - May 2015

Transformed an auto parts store into an immersive tabletop game store themed to "The Queen City," Buffalo, NY. With frequent conventions, unique interior, and knowledgeable staff, Queen City games was the premier destination for local gaming enthusiasts.