

GEOFFREY WOODWARD

Valencia, CA | 626.318.0956 | geoffrey@taftdesign.com | <https://careerwebfolio.com/geoffreywoodward/>

CREATIVE EXECUTIVE

Leading-Edge Design & Technology • Storytelling • Efficient Execution • High Revenue Return

Agile, flexible, and adaptable Creative Executive with extensive experience spanning entertainment, cultural, and educational industries. Specialize in conceptual design and development, themed concept architecture, intellectual property and branded venues, show production, and large-scale developments. Demonstrate firm grounding in principles and practicalities of themed design from concept through construction, including scheduling, budgeting, and resource allocation. Proven track record of creating innovative, immersive experiences for multi-million-dollar themed entertainment projects and recreational property developments. Notable clients include Walt Disney Company, Warner Brothers, Mitsubishi Corporation, Simon Weinsenthal Center, and Turning Stone Resort Casino.

CORE COMPETENCIES

Vision Development & Delivery | Creativity & Innovation
Strategic Leadership | Event Planning | International Management
New Product Development | Project Management

PROFESSIONAL EXPERIENCE

Taft Design + Associates, Inc | Valencia, CA

1992– Present

International design and production firm specializing in innovative, award-winning theme park development and museum design projects.

Founder/President/Executive Producer

Oversee all client contracts and interfaces, as well as story and concept design that become design direction for each project. Manage project budgets ranging \$5 million to \$350 million. Supervise teams comprised of up to 80 members spanning all required disciplines. Consistently exceed client expectations and deliver first-rate visitor experiences. Integrate cultural nuances into merchandising and experiences, as well as latest technology and innovation into all designs and projects, to drive repeat visitation.

- **30% increase in archaeological museum guest attendance** accomplished through development of new architectural design and innovative exhibit experiences that tripled size of existing museum.
- **Increased production budget by 15%** through new vendor strategy that distributed large-scale production over shorter timeline.
- **Led conceptualization, design, and programming of 50,000-square-foot exhibit space** for new museum in Jerusalem with multiple levels of interactives to engage visitors.
- **Grew resort merchandising revenue** by designing retail and show experiences that incorporated Chinese culture while preserving Disney brand and intellectual properties.
- **Executed urban revitalization for small town** through strategic phasing plan that enabled city to complete fundraising required to continue design development for project.
- **Delivered successful Japan-based project that yielded strong business relationships** by setting up cultural training classes for U.S. team members.
- **Boosted team growth and respect between varying cultures and disciplines** through implementation of quarterly events featuring regional foods and music, cultural performances, and educational layers.

KEY PROJECTS

City of Rome – Arts District, 2020–2023

Developed story narrative and placemaking for new arts district that included design concepts for bronze sculpture gardens, town green arts plaza with entertainment, year-round community program and venues, and overall graphics with landscape integration of themed historical and cultural elements.

Sylvan Beach Revitalization, 2019–2020

Master planned revitalization of Sylvan Beach through story narratives and historical research. Provided overall architectural concepts that supported program requirements and allowed for cohesive, well-thought-out, and vibrant community design.

American Revolution Museum, 2015–2017

Conceptualized and designed overall Oneida Indian Nation story integration for museum and Oneida exhibit, which shared historical story experiences through theatrical settings and recreated key figures of Oneida tribesmen.

National Museum of the American Indian, 2013–2017

Created immersive, sensory storytelling approach to capture Oneida's important role in country's history in relation to American Revolution.

Walt Disney Imagineering – Shanghai Disney Resort, 2012–2016

Provided Senior Creative Producer services for Main Entry, Mickey Avenue, and Gardens of Imagination. Implemented and maintained themes, Brand/IP integration, stories, team casting, schedules, budgets, and production strategies throughout design development, production, and installation phases.

University of Alabama – Moundville Archaeological Museum, 2008–2010

Designed, developed, and expanded existing historical museum. Created compelling story experience comprised of in-action tribal wedding procession into expanded exhibit area, retail shop, and café with observatory deck.

Dubai DreamWorks – DreamWorks Theme Park, 2008–2009

Directed concept, design, and program development to deliver masterplan with estimating, attraction schedules, RD&E development, and entertainment venues to complement overall theme park.

Simon Wiesenthal Center – Museum of Tolerance, 2003–2005

Designed and produced "Finding Our Families, Finding Ourselves" exhibit that traced genealogical family stories of Billy Crystal, Dr. Maya Angelou, Joe Torre, and Carlos Santana.

It's a Wonderful Life, 2001–2002

Developed and programmed 40-acre masterplan for year-round park themed to period of "It's a Wonderful Life." Created adjacent RD&E component with unique guest experience concepts.

-PREVIOUS EXPERIENCE-**Walt Disney Imagineering | Glendale, CA**

Walt Disney Company's design and development segment that creates resorts worldwide.

Producer/Designer

Created new lands with rides, shows, retail, and restaurants as part of company's international resort program. Contributed to projects ranging \$100 million to \$400 million with teams of up to 75 personnel. Delivered clear follow-through solutions for all construction interface of shows and thematic elements.

- **Served as executive creative producer and project manager** for Disneyland Paris, Disneyland California, EPCOT Center, Tokyo DisneySea, Shanghai Disney, and Disney Stores worldwide.
- **Reduced budgets while improving guest experience** by discovering new methods of team building and project outsourcing.
- **Achieved story continuity** by focusing on concept vision and weaving it into design, production, and construction phases.
- **Streamlined project efforts and decreased costs** by developing and cultivating strong business relationships with outside consultants and vendors.
- **Delivered projects on budget and on schedule** through understanding of project controls and metrics.

EDUCATION

General Studies Degree
College of the Redwoods