

Megan Harris

Los Angeles
Megan@WildArcStudio.com
713.582.9350
<https://wildarcstudio.com/>
www.linkedin.com/in/megan-harris-001049139/
https://www.instagram.com/i_just_plan_parties/

about

I lead experiential concepts from ideation through production for global brands. My passion lies in storytelling through immersive environments to create emotional connections, sharable moments and forge unforgettable brand relationships.

Awards & Press Features

BizBash, People Magazine,
The Hollywood Reporter, RollingStone,
Event Marketer, Virtual Events News,
Celebrity Land International, etc.

Clientele

Netflix, Disney, Amazon Studios, Hulu,
HBO Max, NBC Peacock, YouTube, FOX,
Bloomberg Screentime, WME,
People Magazine, Entertainment Weekly,
Women in Entertainment,
The Oscars, The SAG-AFTRA Awards,
Missy Elliott, Doja Cat, John Legend, FISHER,
Tiffany & Co., Louis Vuitton, Rolex,
Patrón, Perrier-Jouët, Starbucks, DoorDash,
Cadillac, BMW, Shell,
Uber, UberFreight, Google Pixel,
Goop, Sephora, Supergoop!, Drunk Elephant,
Fisher-Price, Quince, Topps

Education

Pratt Institute, NYC
BFA Interior Design, minor in Graphic Design

software

Adobe Suite
Google & Office Suite
Sketchup, Vectorworks
Vray, Enscape
AI Text & Image Generators

Creative Director & Experiential Designer

experience

Wild Arc Studio 2025-Present Founder & Creative Director

Independent creative consultancy offering freelance services across experiential, entertainment, and brand storytelling. Direct projects from concept through execution, with expertise spanning creative direction, 3D design, onsite production, and creative team and vendor management.

MKG Experience Agency 2024-2025 Senior 3D Environmental Designer, People Manager

Lead 3D creative individually and on teams for projects including multi-event marketing strategies & multi-million dollar premiere & fan music productions. Managed 3D designers and interns on projects and in career development.

AGENC 2021-2024 Senior Experiential Designer

Lead 2D and 3D creative individually and on teams for projects for a variety of events. Lead Creative on the Patrón Tequila prestige brand events for 2 years, producing events and creating assets and strategies for long term brand use.

Event Eleven 2019 - 2021 Event Designer & Creative Coordinator

Worked closely with the Owner and Executive Producer to create premium social events, including award shows, premiere parties, and cultural events.

MoonLab Productions 2019 - 2021 2D & 3D Experiential Designer

Freelance Designer 2017-2019

Drunk Elephant. Designer for Graphics, Packaging, and Displays
Imagination Global Experience Agency. 3D Experiential Designer
BMF Media. Experiential Designer
DIS Gallery Exhibition. Curation Board & Production Team

skills

Creative Direction & Deck Curation

Concept Ideation, Guest Journeys, Moodboards,
Color & Material Palettes, Furniture Selections, Floral & Decor

3D Spatial Design

Floor Plans, 3D Renderings, & Fabrication Documents

Graphics

Environmental, Small Print, & Digital Graphics, Packaging Design
Storyboarding and Art Directing Motion Graphics

Management

Design Team & Vendor Management
On-site Design & Production Team Management



Poguelandia 2.0 Fan & Press Experience



Netflix

Awards & Recognition:

ADWEEKLY Experiential Awards Shortlist:
Best Use of Celebrity

Featured in Rolling Stone

The Experience:

To celebrate Outer Banks Season 4, Netflix invited over 2,500 fans, cast, and media to step inside the world of Poguelandia. Barker Hangar in Santa Monica was transformed into an immersive festival space inspired by the show's coastal world. Guests explored cinematic environments, themed food and merch stations, massive inflatables, sponsor activations, red carpet moments, and hidden Easter eggs designed for fans to discover, while the hangar hosted a full technical production with live performances from Jungle, Glorilla, and Remi Wolf.

Design Challenge:

Transforming an aircraft hangar into an authentic "Outer Banks" world meant merging an extremely detailed narrative design with festival scale logistics. From environmental storytelling to sponsor integration and crowd, staff, and talent flow, every detail needed to feel cinematic, acoustically attuned, and yet fully fan-accessible.

My Role:

As Lead 3D Designer, I helped shape Poguelandia from concept to completion, guiding the translation of creative vision into built reality. Working closely with the Netflix team, my team, and fabrication partners, I developed environmental layouts, spatial concepts, and material palettes, down to the construction details and scenic finishes. Onsite, I supervised and collaborated with creative, production, vendor, and technical teams to ensure every element aligned with the show's tone, texture, and storytelling.

Impact:

The result was a multi-million-dollar fan experience that trended across social media, drew national press attention, and sustained Outer Banks as Netflix's most-watched series for three consecutive weeks. Poguelandia redefined how a premiere could connect fandom, music, and narrative — storytelling doesn't end with the credits.



STARBIES at SEPHORiA

STARBUCKS

The Experience:

At SEPHORiA 2026, Starbucks's identity was reimagined through Starbies, a one-of-a-kind, pop-up concept that transformed the brand into a bold, beauty-forward experience. As the prime sponsor of the convention, Starbies took over the entire entry lobby of the event and an exclusive VIP café, creating a fully immersive first and lasting impression for guests.

Inspired by the brightly colored drinks with creamy, foamy layers, the space was designed through the lens of a Sephora lover as a glowing, dreamlike sensory playground. The space blended product discovery with playful indulgence, inviting guests to explore, interact, snap photos and share at every angle.

Design Challenge:

Create a space that captured the essence of Starbucks while breaking from its traditional retail experience, resulting in a one-time, never-before-seen aesthetic, designed specifically for this SEPHORiA. As both the entry and exit point of the event, it was imperative that activations and photo moments engaged guests without disrupting flow. This project required balancing high-impact visual moments with seamless circulation. The event was designed and executed within a six week timeline.

My Role:

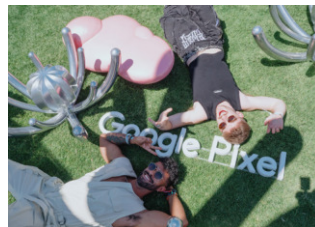
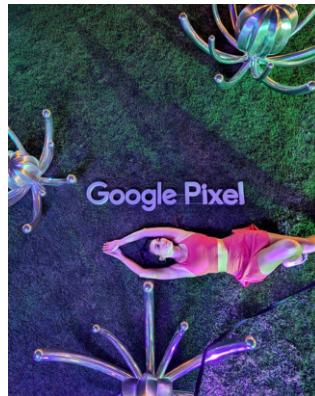
As the Creative Director, I collaborated with the Starbucks, Sephora, and production teams to curate an aesthetic that blended the brands. I designed and executed two fully immersive spaces within the SEPHORiA convention, concepting social-forward photo moments, unique gifting experiences, and interactive Starbucks staff moments. I also managed vendors, art directed graphic design and onsite execution, ensuring every detail aligned with the dreamy Starbies vision.

Impact:

Starbies debuted as a completely unique expression of the brand, captivating guests and generating underrepresented social engagement for the brand. The activation positioned Starbucks in a new cultural and experiential space, demonstrating the brand's ability to evolve beyond its traditional retail footprint into immersive experience-driven storytelling.



Pixel Springs at Coachella Weekend



Google Pixel

The Experience:

Amid the desert energy of Coachella, Google Pixel Springs emerged as a premium oasis, a vibrant lounge where art, music, and technology intertwined. Designed as a sanctuary for festivalgoers, influencers, and artists, the experience brought Google's design-forward spirit to life through a blend of creativity, comfort, and innovation.

Inspired by the desert landscape, mid-century modern architecture, and Pixel's chrome palette, the space offered an elevated escape featuring the Desert Dream, a 12-foot chrome inflatable art piece equipped with a top-down Pixel camera for unique aerial captures. A sleek, futuristic stage hosted intimate performances by Michelle Zauner (Japanese Breakfast) and DJ Montay, merging personal storytelling with live sound. Guests explored a series of lounge spaces, festival inspired activities and gifting all while seamlessly interacting with integrated tech demo activations. Media and influencers also gathered for a private dinner hosted by Evan Ross Katz, deepening Google's cultural footprint at the festival.

Design Challenge:

Create an environment that embodied Google's design-forward identity and technological innovations, while capturing the laid-back luxury of a Coachella retreat, merging product storytelling with a shareable, sensory guest journey.

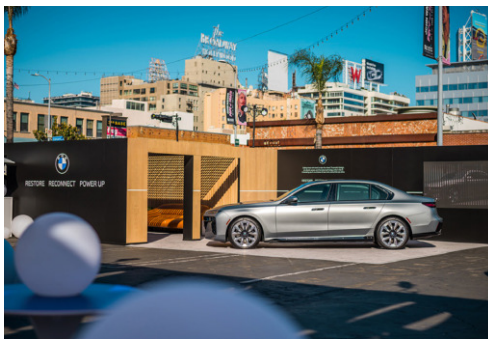
My Role:

As Lead 3D Designer, I collaborated with the Google Pixel and internal teams, as well as production partners, and vendors to develop the full environmental vision, from conceptual design through on-site execution. I shaped the spatial flow, architecture, scenic details, and material selections to ensure every element of Pixel Springs felt cohesive, elevated, and distinctly Google.

Impact:

A standout experience that amplified Google's presence at Coachella, driving media buzz and influencer engagement while showcasing Pixel and Gemini technologies in a human, experiential way, transforming the desert into a connected oasis of art, music, and innovation.

Bloomberg Screentime



Bloomberg Live

The Experience:

Bloomberg Screentime debuted with a two-day, live-streamed media conference hosting over 1,500 guests, marking the launch of Bloomberg's newest initiative. Featuring an A-list lineup of speakers and cultural leaders, including Ari Emanuel, Bryan Lourd, Ted Sarandos, Kris Jenner, Issa Rae, Questlove, and more, The event translated a fresh brand identity across physical and digital platforms, seamlessly connecting digital storytelling with the on-site experience.

The space was designed to tell the story of the brand and the media behind it, using large LED screens and custom motion graphics to convey digital narratives. Strategic color-blocking and environmental graphics defined distinct zones, creating immersive spaces with intuitive wayfinding. The footprint included two custom stages seating 500, a group meeting and media lounge, a food truck park, a BMW-sponsored lounge and vehicle display, mini-mart, outdoor stage, and extensive outdoor lounge areas, balancing functionality, flow, and visual impact.

Design Challenge:

Design a cohesive brand identity and physical environment for Bloomberg Screentime that could deliver a true "wow" factor and translate seamlessly across digital and live experiences. The space needed to transition from day to night and support multiple simultaneous programs, including stage presentations, sponsor activations, lounges, and outdoor experiences, all while maintaining intuitive guest flow and wayfinding.

My Role:

As Lead 3D Designer, I collaborated with graphic and tech designers to translate the new brand identity into environmental elements. I focused on spatial planning, activations, sponsors, while remaining hands-on with overall strategy, and detail execution. I managed relations with sponsors, clients, technical partners and vendors alike, while managing the internal design team design to ensure seamless pre- and on-site execution.

Impact:

A large-scale, multi-platform launch that successfully introduced Bloomberg Screentime to key media and stakeholders, establishing a flexible brand framework for future events while delivering a high-quality, immersive experience with a reputation as a "must-attend" event in the industry.



The Music Starts Here with John Legend



Fisher-Price

The Experience:

To celebrate Fisher-Price's new line of music-themed toys and the debut of John Legend's children's album, Fisher-Price partnered with the Grammy-winning artist and his family for an intimate launch inside John and Chrissy's Los Angeles home.

Guests and their children were invited into a playful, one-of-a-kind setting that brought the spirit of the toys to life. The home was transformed into a musical playground featuring interactive toy installations, educational touchpoints for parents, and kid-friendly activities like music-themed face painting and creative food stations. Inside, Legend's grand piano became the centerpiece for a private live performance, framed by custom scenic elements that blended seamlessly into the home's modern aesthetic.

Design Challenge:

Designing an experience that merged Fisher-Price's joyful, imaginative and vibrant world with the refined warmth of the Legend family home, creating a setting that felt authentic, sophisticated, and playful, all under a four-week turnaround.

My Role:

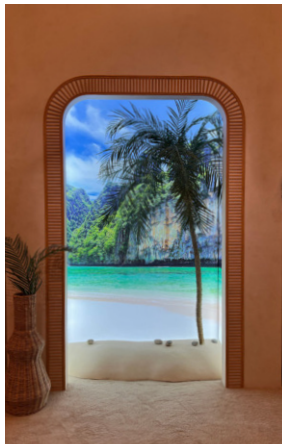
As Lead Experiential Designer, I guided the creative vision and execution from concept through install. Working closely with Fisher-Price, John Legend's team, and our team and vendors, I developed the environmental design, spatial flow, and branded moments to strike the perfect balance between family-friendly fun and elevated design.

Impact:

An exclusive, high-profile launch that generated national media coverage, deepened Fisher-Price's cultural relevance, and introduced a new generation of parents and children to the brand through the joy of music and play.



Jet-Setters Suite at HBO's The White Lotus



Google Pixel

The Experience:

Inspired by the lush Thai backdrop of The White Lotus Season 3, Google Pixel showed up as a travel titan at the HBO show finale immersive weekend experience at the Four Seasons, transforming a conference suite into the Jet-Setter Suite, a serene, tech-forward escape where guests explored Pixel's latest travel innovations through immersive demos.

Guests were welcomed with a Gemini-curated Thai cocktail before entering a reimagined oasis featuring a digital floral installation with 8K macro footage of blooming flowers. Inside, they tested Gemini's trip-planning and AI photo tools, and captured portraits using Pixel's 'Add Me' mode against a scenic digital travel portal. Each left with a hand-painted leather travel wallet and an exclusive Google Pixel 10 adorned with White Lotus-inspired charms, blending tech sophistication with island luxury.

Design Challenge:

Transform an existing dated, corporate space, into a moody, tranquil paradise that echoed The White Lotus's island and Pixel's clean aesthetic while seamlessly integrating unreleased Google technology. The challenge lay in balancing luxury design sensibilities with interactive tech storytelling, ensuring the space felt both elevated and experiential.

My Role:

As Lead 3D Designer, I conceptualized and designed the suite layout and spatial flow, developed the aesthetic direction, and oversaw integration of all interactive elements. I selected materials, furniture, and décor to complement the White Lotus brand while maintaining Google's sleek, modern tone. I also supervised additional designers on the project, managed vendor coordination, and collaborated closely with the Pixel and HBO teams to ensure flawless execution.

Impact:

The Jet-Setter Suite elevated Google Pixel's presence at one of the year's most anticipated finale events, positioning the brand as a leader in luxury travel tech and generating high-profile social buzz among celebrity guests and influencers. The activation was praised for its immersive storytelling and seamless fusion of The White Lotus world with Pixel's innovation and aesthetic sophistication.

El Alto International Brand Launch



Patrón Tequila

Awards & Recognition:

Event Marketer Awards: Hidden Gem Awards
Best use of Experiential

Featured in: BizBash & People Magazine

The Experience:

El Alto debuted with a record-breaking, weekend-long, multi-event campaign celebration that redefined luxury experiential marketing. Celebrity and media guests were flown to Las Vegas aboard El Alto-branded private jets featuring an in-flight tasting at 40,000 feet, then greeted on the tarmac by showgirls and immersed in a fully branded takeover of Resorts World, Las Vegas.

Across the weekend, guests experienced a guided tasting and mixer, a high-energy nightclub takeover at Zouk, with over 100 synchronized screens, custom visuals, and performances by Hit-Boy and Missy Elliott, and an intimate dinner celebrating the anniversary of Missy Elliott's Under Construction album.

Design Challenge:

Create a luxury brand world that embodied El Alto's craftsmanship and prestige, capturing media attention, resonating with high-profile guests, and setting a new standard for Patrón's experiential storytelling.

My Role:

As Lead Experiential Designer, I collaborated directly with Patrón, Resorts World, and various other marketing media agencies to shape the launch identity and full guest journey across all touchpoints, from concept to completion. I designed the entire guest experience from the photo moments, bottle presenters, displays, branded premiums, and dinner tablescapes, down to the custom-branded confetti. I led the creative team on this project and art directed all printed and digital content created for Resorts World and Zouk.

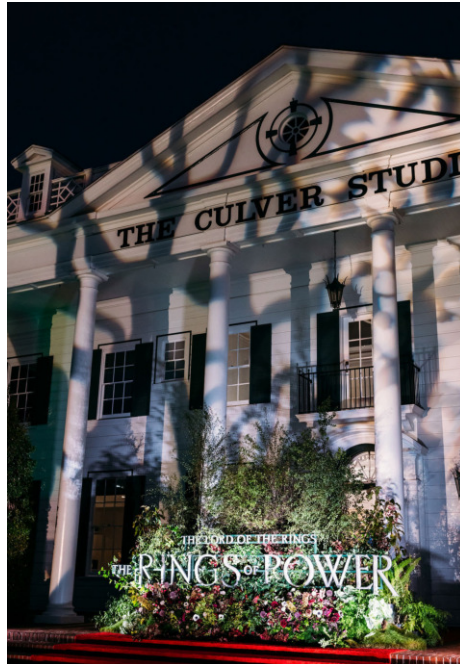
Following the launch, I continued to partner with Patrón on events, for two years, developing event brand guidelines, reusable assets, and POS materials for El Alto and El Cielo, helping define how Patrón's prestige portfolio shows up across future events.

Impact:

A benchmark luxury activation that elevated Patrón's presence in the premium spirits category, earning awards, press recognition, and establishing a new design standard for the brand's experiential storytelling.



The Rings of Power Premiere



Amazon Studios

Awards & Recognition:

Event Marketer Awards: Hidden Gem Awards
Best Media/Press Event
Best Reimagination of an Event

The Experience:

The Lord of the Rings: The Rings of Power premiere marked a record-breaking moment for Amazon Studios, becoming the company's biggest launch to date with over 25 million global viewers on day one. This award-winning event kicked off in Los Angeles to unforgettable stops in Mexico City and Mumbai, and a spectacular finale at London's Leicester Square. Each city's iconic theater was transformed into a cinematic world inspired by Middle-earth, a living storybook brought to life through scale, texture, and immersive design.

In downtown Culver City, Los Angeles, guests entered through over 100 feet of red carpet leading into a fully branded theater complex and sprawling after-party across the Culver Studios campus. The environment transported attendees into a lush, forested landscape filled with gilded details, moss-covered structures, lantern-lit pathways, and interactive moments. Fans and media engaged directly with the world of the series through cast and creator interviews, meet-and-greet paths, and a spectacular nighttime drone show that illuminated the city skyline.

Design Challenge:

Bring the vast mythology and craftsmanship of The Rings of Power to life in a modern premiere setting, one that would honor the legacy of Middle-earth, resonate with fans across generations, and serve as a global stage for Amazon's most ambitious release. Each premiere city required a distinct yet unified design approach, ensuring consistency across international markets while celebrating local culture and setting.

My Role:

As a collaborating designer, I worked across multiple global premieres, primarily the Los Angeles and London events, developing layouts, environmental graphics, furniture, and décor to translate the series' visual language into physical form.

Impact:

A record-setting, multi-city premiere campaign that set a new benchmark for franchise storytelling and experiential world-building, uniting fans, cast, and creators in a shared cinematic celebration of Middle-earth's return.



Sunscreen at your Service Concierge Case



Supergoop!

Awards & Recognition:

Featured on: Trend Hunter

The Experience:

The Supergoop! Concierge brought premium skincare directly to Los Angeles influencer residents, delivering a five-star experience door-to-door and showcasing the brand's versatile sunscreen collection in a playful, sunshine-inspired way.

At the heart of the activation was a fully custom-designed cosmetic case with drawers and compartments perfectly sized to organize and display each product. Crafted from hand-upholstered yellow faux leather with white drawer pulls and gold accents, the case also featured specialty compartments for gifts, concierge-themed surprises, and curated product experiences, encouraging guests to explore and interact with Supergoop! in a tactile, elevated way.

Design Challenge:

Create a mobile, premium experience that reflected Supergoop!'s playful yet sophisticated brand identity, while designing a functional, beautiful case that could both organize products and deliver a memorable guest experience in a tight three-week timeline.

My Role:

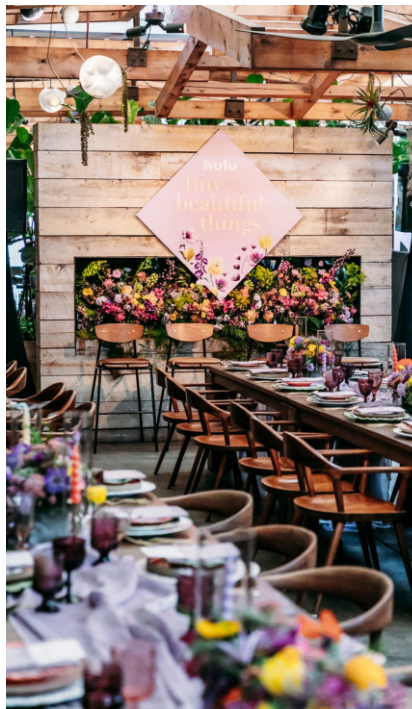
As Lead Experiential Designer, I developed the case structure and drawer layout to ensure each product fit perfectly and was presented beautifully. I selected materials and hardware, art directed the graphics, and worked closely with the fabricator and production team to realize the design. I mentored the graphic designer throughout the process, overseeing the project from concept to final production.

Impact:

A mobile, hands-on activation that elevated Supergoop!'s brand presence, offering guests a delightful, interactive skincare experience which raised awareness for products and made a big splash on social media.



Tiny Beautiful Things Premiere Dinner



Hulu

Awards & Recognition:

Featured in: **Variety Magazine**

The Experience:

This intimate premiere celebrated the bold women behind the scenes of Hulu's *Tiny Beautiful Things*, turning a small-scale event into a rich, immersive experience full of discovery and detail. Inspired by the women behind the book and production, the evening took on the theme "Inside the Female Mind," a physical manifestation of elegance, whimsy, and creative chaos.

Guests encountered strikingly cinematic moments, including a 30-foot step-and-repeat covered in wildflowers, a peeling wallpaper photo activation within a garden of oversized blooms, and a cohesive tablescape for 75 guests, where each hand-selected place setting carried its own unique personality. Custom gifting and playful details encouraged guests to explore, notice, and delight in the design narrative throughout the evening.

Design Challenge:

Design an intimate premiere experience about a dramatic, and sometimes dark storyline, in a cheerful way that celebrated the creative women behind the show, translating abstract qualities like elegance, chaos, and whimsy into physical, interactive design moments, while ensuring each element felt thoughtful, elevated, and cohesive within a limited guest experience.

My Role:

As Lead Experiential Designer, I developed the concept "Inside the Female Mind" and designed and oversaw the creation and production of all design elements, including fabrication, graphics, furniture, floral, tablescape styling, and custom gifting.

Impact:

An intimate yet memorable event that elevated the premiere beyond traditional on-screen celebration, highlighting the women behind the show and delivering a highly personalized, design-forward experience that resonated with cast, crew, media, and special guests alike.

New York City Holiday Cheer Bus



Amazon Prime

The Experience:

Amazon brought the holidays early to New York City with a rolling celebration of joy and generosity, launching its refreshed holiday campaign and brand identity through a citywide experiential activation.

A fully wrapped double-decker bus, featuring Amazon's new festive branding, toured Manhattan with the Bronx County Choir aboard, performing at iconic locations and handing out gifts beneath a 12-foot branded wreath. The activation was filmed throughout the day, capturing authentic moments that became the centerpiece of Amazon's national holiday campaign.

The tour concluded with visits to Amazon warehouses, where the team shared gifts and gratitude with employees and their families, bringing the company's spirit of giving full circle.

Design Challenge:

Create a dynamic, mobile holiday experience that embodied Amazon's spirit of generosity and human connection, one that could live as both a live event and campaign content piece. The design needed to be instantly recognizable, camera-ready, and festive without feeling traditional, setting the stage for the company's new holiday identity.

My Role:

As Lead Designer, I collaborated with Amazon's creative and production teams to conceptualize the campaign experience and develop the visual direction for the Holiday Bus. I designed and oversaw all fabrication and event details, including the bus wrap, from concept to completion.

Impact:

A citywide holiday moment turned national campaign, the Amazon Holiday Bus brought festive joy to thousands across New York while launching the brand's new seasonal identity.

Steve's Lava Chicken Delivery



MAX x DoorDash

The Experience:

To celebrate the streaming debut of A Minecraft Movie and promote Max's partnership with DoorDash, the brands teamed up to deliver an irresistibly creative culinary experience straight to media and influencers' doors.

Recipients were surprised with a custom-engineered "Steve's Lava Chicken" box, inspired by the film's iconic destination. The Minecraft-inspired cube was curated to unfold into a two-tiered reveal: a top display featuring a collectible chicken hat and branded infographic, and a lower compartment housing a piping-hot meal of wings with themed dipping sauces. The box incorporated vented panels and coated paper to maintain food quality and presentation during delivery — merging form, function, and fandom in one unforgettable unboxing moment.

Design Challenge:

Create a shareable, premium influencer kit that highlighted both brands, DoorDash's delivery innovation and Max's entertainment value, while celebrating A Minecraft Movie's playful aesthetic. The packaging needed to be structurally sound- for travel, food-safe, vented, and production-ready within a two-week turnaround, all while feeling collectible and on-brand for Minecraft's world.

My Role:

As Lead 3D Designer, I developed the structural design, dimensions, and material selections for the custom cube box. I collaborated closely with the graphic designer, production team, and vendors to prototype, test, and refine the packaging to ensure every detail, from the magnetic closure to the internal inserts, elevated the unboxing experience and reflected the world of Minecraft.

Impact:

A highly shareable, limited-edition drop that brought A Minecraft Movie to life in a tactile, craveable way, amplifying the Max x DoorDash partnership and sparking engagement across media, influencers, and fans alike.



Love Island USA Season 4 Premiere

NBC Peacock

Awards & Recognition:

BizBash: Summer's Hottest Events

The Experience:

Featured in BizBash as one of the "Summer's Hottest Events," this hybrid premiere turned Hollywood into a flirty, sun-soaked celebration. Designed as both a public activation and private influencer getaway, the experience brought Love Island USA to life in true villa fashion.

At the center was The Love Stop, a custom-built, fully functional Love Island USA bus stop that became a must-visit photo moment for fans. Meanwhile, influencers were picked up at the stop by the Love Island Shuttle and whisked away to a private paradise retreat for an exclusive premiere screening. The villa-inspired setting featured playful branded moments like a prosecco pong table, heart-shaped waffles, and a custom dating profile photo studio, each designed for discovery, delight, and social sharing.

Design Challenge:

Create a dual-purpose premiere that captured the show's bold, cheeky energy, one that could engage the public, excite influencers, and turn Hollywood into a tropical content playground.

My Role:

As Lead Designer, I developed the creative concept and spatial storytelling across both activations. I oversaw all fabrication, environmental graphics, furniture, florals, and scenic details, while managing other designers and collaborating with producers and fabricators to ensure a cohesive and impactful guest experience.

Impact:

The event drove massive organic engagement, with thousands of fan posts and influencer content flooding social media. Celebrated by BizBash as a standout summer activation, the Love Island USA premiere successfully blurred the line between fan experience, influencer event, and media spectacle, embodying the show's irresistible mix of fun, flirtation, and fantasy.



The Power Premiere

Amazon Studios

The Experience:

Charged with creativity and female energy, The Power premiere celebrated the series' electrifying narrative, and the women behind it, with an event designed and produced entirely by an all-female team.

This two piece experience began with a 40ft L-shaped step & repeat with interactive plasma globe, cocktail reception, and show premiere at the DGA Theatre in New York City, and ended with a high-voltage afterparty at the Edition Hotel. Highlights included a 20-foot LED entry tunnel featuring custom motion content and discovery rooms with interactive moments inspired by each female protagonist. The experience embodied the show's central theme: women discovering their inner strength and literal electrical power. Guests were immersed in a dynamic environment pulsing with light, motion, and sensory engagement, transforming the night into a living extension of the story.

Design Challenge:

Create a premiere experience that embodied The Power's electric theme, visually, physically, and emotionally, while celebrating women's strength both on-screen and off. The event needed to evolve across multiple venues, balancing cinematic storytelling with interactivity, discovery, and spectacle.

My Role:

As Lead Designer, I developed the creative concept and storytelling framework, overseeing every detail from spatial design and fabrication to graphics, motion content, and scenic decor. I collaborated closely with production partners to ensure that each moment, from the glow of the LEDs to the texture of the florals, resonated with the show's visual identity and female empowerment narrative.

Impact:

A premiere charged with symbolism and innovation, The Power stood out as one of Amazon Studios' most immersive and thematically resonant launches, a celebration of women's creative force, both in front of and behind the camera.

