

IAN **MOONEY**

INDUSTRIACREATIVE

EXPERIENTIAL MARKETING

EXPERIENTIAL DESIGN/BRAND ACTIVATIONS

Contribute to the brainstorming, rendering, sourcing, mood boarding, and design of various pop up events and brand activations

At Industria Creative, I work on the proposals and see projects through to completion with these brands (and many more):

FX Networks - American Horror Story: 1984

Sony - Bad Boys for Life

Hennessy X.O

Botox Cosmetic

Lancome

Google



FX AHS: 1984 CAMP REDWOOD EXPERIENCE

Developed an experiential campaign that drove tune-in to the premiere of AHS: 1984 and generated social shares/conversations

Guests were delivered to a remote camp in the woods

Scripted actors guided guests on an evening of fun and scares

Ranked No. 1 on Promax's Top Ten Activations of 2019 - [link here](#)

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DELIVERING SCARES AND SOCIAL SHARES

Rebranded existing campsite as Camp Redwood
Managed all graphic signage and design of guest premiums
Aided in event concept brainstorming, pitch renderings, and assisted in run of show

WILL SMITH MARTIN LAWRENCE

BAD BOYS

FOR LIFE

BAD BOYS FOR LIFE: RED CARPET PREMIERE

Created an exciting moment for Will Smith and Martin Lawrence to enter the premiere

Provided space for a concert after the show and PR interview breakouts

Designed a unique Step and Repeat to stand out from past premieres

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BAD BOYS FOR LIFE: RED CARPET PREMIERE

Participated in brainstorming and pitch for event
Generated graphics for Step and Repeat graffiti
Curated assets and video direction for background sequence during stage concert

Hennessy X.O

HENNESSY X.O: NEW YEAR'S EVE

Threw a NYE celebration at a Colorado hotel with an X.O branded space

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HENNESSY X.O: NEW YEAR'S EVE

Arranged floorplan to maximize flow and guest space within a limited surface area

Selected brand-aligned furniture

Designed graphics, ice bar, and ice shot pouring sculpture

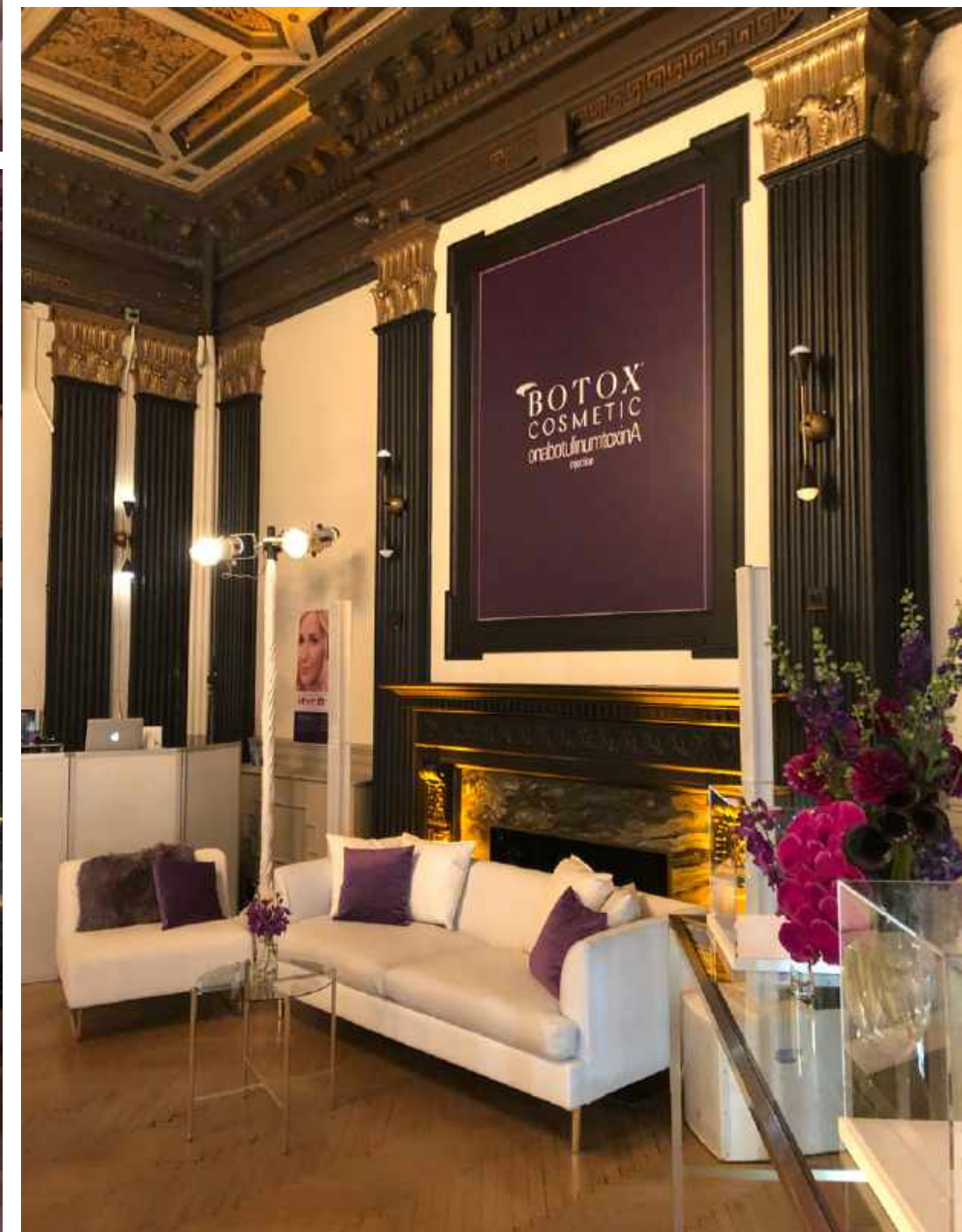


BOTOX COSMETIC: ONE AND ONLY

Fascilitated an event for Botox to celebrate a brand milestone

Selected funiture decor, created graphic signage, and designed floorplan to accomdate panel discussions and lounge areas

Communicated with vendors to deliver and install furniture and graphics



BOTOX COSMETIC: ONE AND ONLY

Incorporated Botox's color scheme to rebrand the space as their own
Set up space for a large presentation while leaving side pockets for drinks and conversation afterward
Created a photo moment for guests to share their experience throughout the night



BOTOX COSMETIC: MOTHER'S DAY

Built an event for mothers and their families to connect with the brand and receive free consultations

Provided scenic moments for guests to take photos and share online

Showcased Botox's latest products

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BOTOX COSMETIC: MOTHER'S DAY

Designed graphics to be printed and built into programming/photo moments

Oversaw installation of graphics

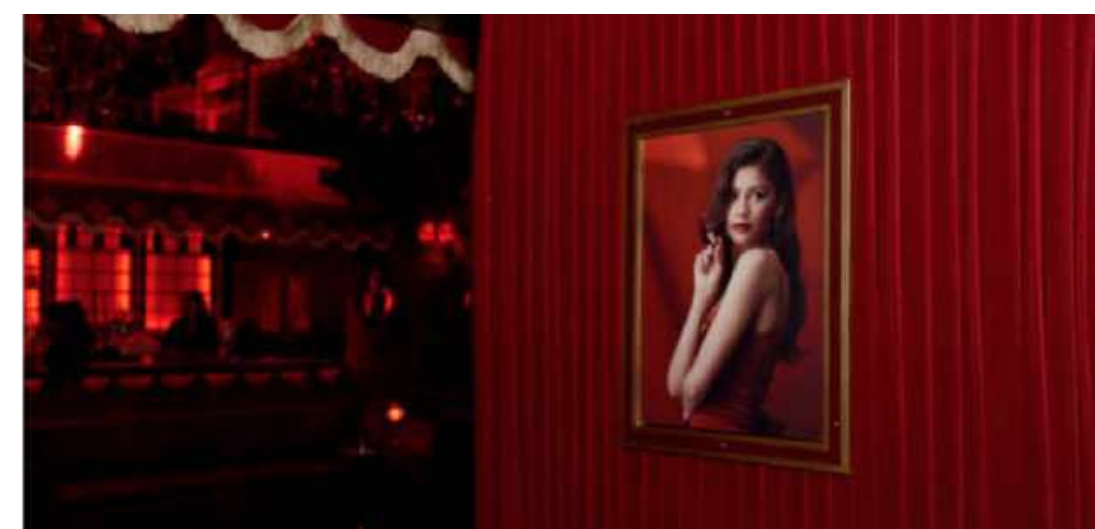
Provided on-site aid during event

LANCÔME

PARIS

LANCÔME L'ABSOLU ROUGE RUBY

Threw an event promoting the launch of Lancôme's new line of lipstick in LA
Conceptualized an interactive and engaging experiences



LANCÔME L'ABSOLU ROUGE RUBY

Designed product displays and Step and Repeat graphic
Arranged client graphic assets and logos throughout venue
Coordinated with on-site personnel and vendors

Grow with **Google**

BUSINESS MEETUP

GROW WITH GOOGLE: BUSINESS MEETUP

Google creates a yearly multi-day event celebrating small businesses that use Google Tools
Realized their vision and gave the business owners a memorable experience

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GROW WITH GOOGLE: BUSINESS MEETUP

Oversaw all graphics for name tags, signage, menus, photo props, etc
Designed posters featuring each of the 50 businesses
Assisted in on-site setup and coordination

Grow with Google



GROW WITH GOOGLE: ARMY NAVY GAME

Built a unique space for Google to stand out among the booths at the Army Navy game
Drew attention to the veteran-led businesses using Google Tools

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GROW WITH GOOGLE: ARMY NAVY GAME

- Arranged presentation of business' products and memorabilia in displays
- Managed design and production of graphic assets
- Aided with on-site installation



EXPERIENTIAL DESIGN/BRAND ACTIVATIONS

Contributed to the sourcing, mood boarding, and design of various pop up events and brand activations

At MKG, I had the opportunity to work on the proposals and saw projects through to completion with these brands:

Waze

Daily Harvest

Popsugar

Miller Coors

Google

Absolut

P O P S U G A R .

THE SWEETSPOT SUMMIT

Designed a space to hold a summit promoting personal wellness
Personally led moodboard creation and designed the stage for the proposal





TRANSFORM A WEBSITE'S AESTHETIC INTO A PHYSICAL SPACE

Utilized white and light, relaxing colors

Used large simple shapes to fill the space

Drew inspiration from Popsugar's encouragement of physical and emotional health



SWEETSPOT SUMMIT SEMINAR PRESENTATION SPACE

Simple shapes layered over each other created a sense of depth on stage
Plants and soft white furniture created an open and welcoming environment



WAZE FOR BRANDS: CES CONFERENCE 2018

Designed a space for Waze to connect with brands as they featured their new digital billboard software
Blended Waze graphics colorways with the interior design aesthetic of their middle eastern roots
Personally led moodboard creation and design of seating area





CREATE A UNIQUE SPACE TO SIT WITH BRANDS

Drew inspiration from low/variable seating with options to escalate
Integrated Waze colors and foliage for warmth



WAZE FOR BRANDS PROPOSED EXHIBIT SPACE

Seating merged with steps and interspaced by small desk-like surfaces

Raised seating allowed for a larger group to meet for presentations

Fun arcade let users test the app and provided a sensible space for Waze's more cartoonish icons



GOOGLE GRACE HOPPER CELEBRATION 2017 + 2018

Designed a convention floor space to interface with the largest gathering of women technologists in the US
Assisted in the creation of the area as well as accompanying retail items





EMOJI GRAPHICS (GHC '17)

Furthered the design of the Grace Hopper emoji's for sale as paraphenalia
Personally finalized each emoji's colorways and added character design elements
Graphic featured on Google's blog

FULL SPACE RENDER (GHC '18)

Followed Google's thematic prompt of "Shape Your Future"
Provided areas for interfacing with Google's new products and capabilities





ON SITE PHOTOS (GHC '18)

Assisted in creating the final design, rendering, and build of the convention space
Personally designed the look of the shapes atop the cylinder



GOOGLE PIXEL 2 HOLIDAY

Promoted Google's new smartphone during the holiday season
Transformed one of their NY stores into a winter wonderland





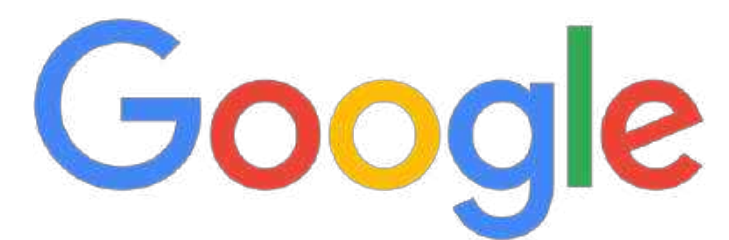
ENTRANCE

Customers had their photos taken behind a patterned backdrop, dressed in swatches from the artwork
Photos were then turned into wrapping paper to contain a purchased Google gift



BE TRANSFORMED INTO A WRAPPING PAPER

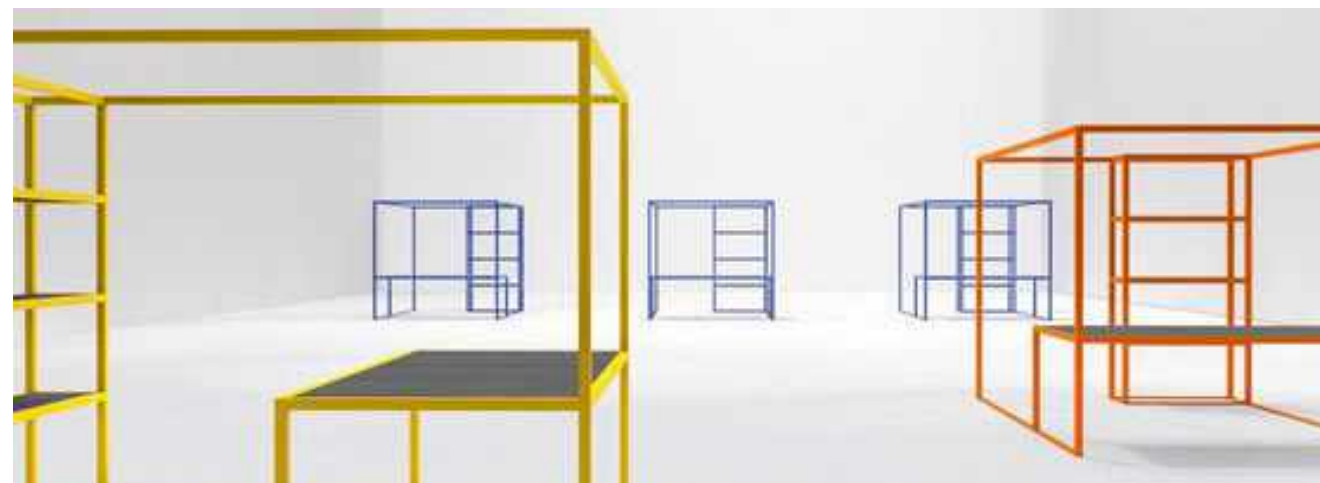
Hot chocolate with customers' faces printed on marshmallows was served outside
Aside from humans taking pictures, famous Instagram dogs arrived on site for a photo op
Specifically designed the ramp and railing, and clothing for wrapping paper photographs



GAME DEVELOPERS CONFERENCE

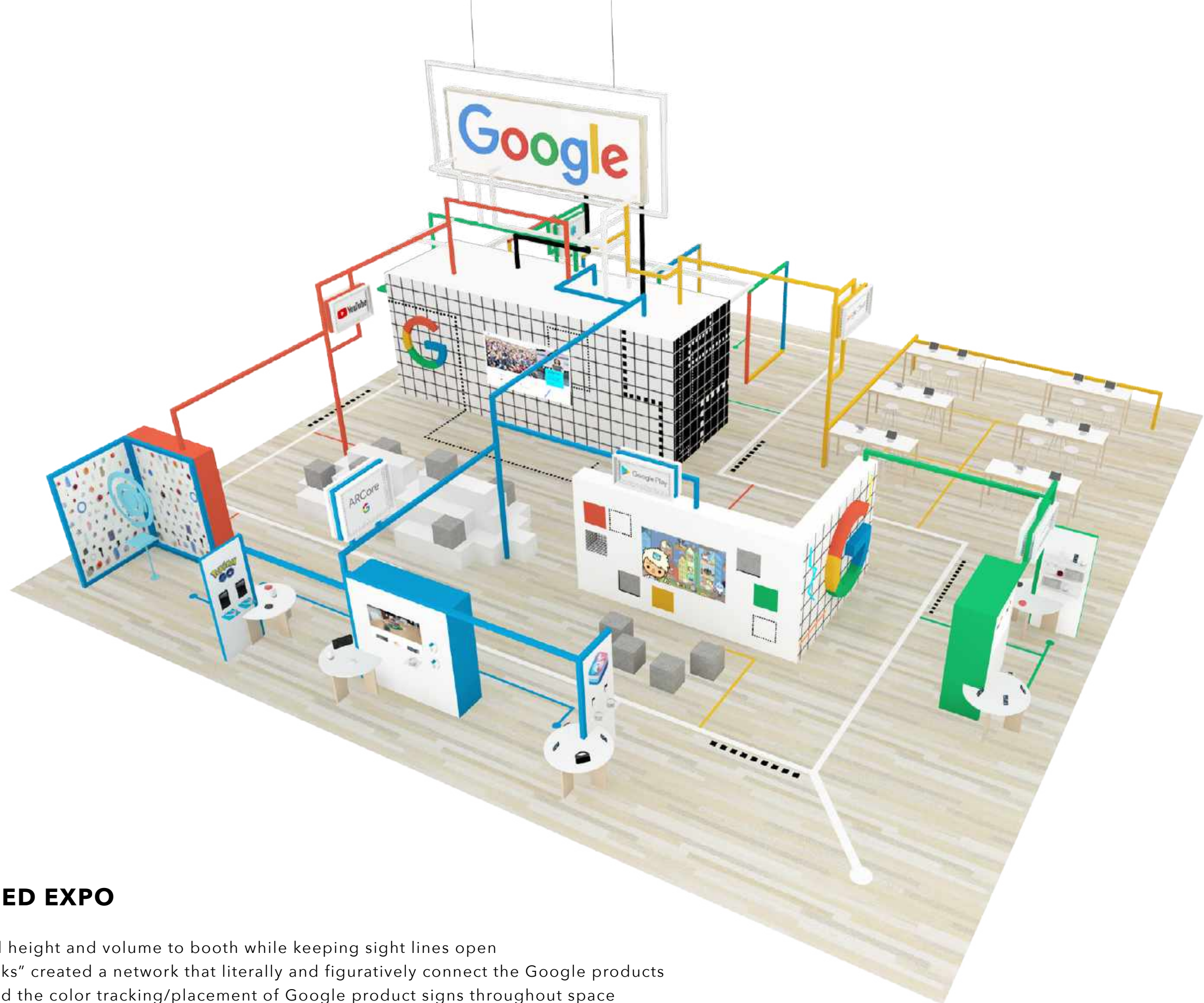
Created a visually exciting space to draw conference members at the 2018 GDC
Contributed to the moodboard and proposal design





CREATE AN OPEN AND EASILY NAVIGATED SPACE

Geometric graphics added a layer of visual interest
Light wood surfaces increased warmth to the primarily white space
Floor graphics echoed the design of the built structure



COLOR CODED EXPO

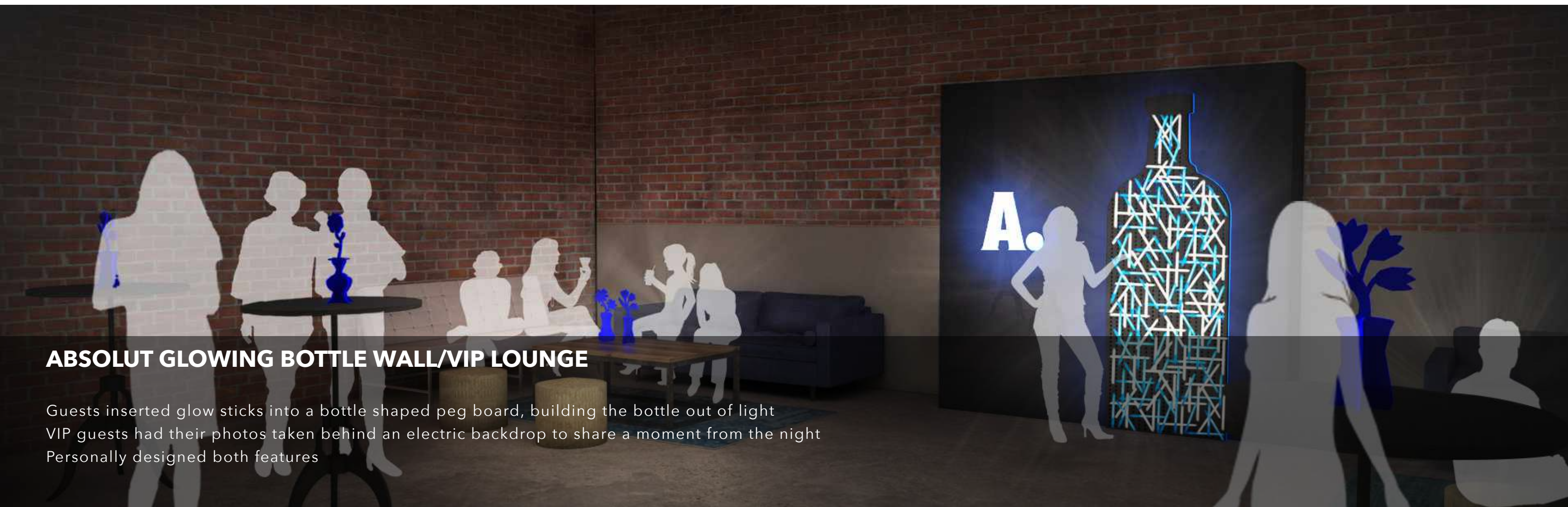
Open frame added height and volume to booth while keeping sight lines open
Multi-colored "tracks" created a network that literally and figuratively connect the Google products
Personally designed the color tracking/placement of Google product signs throughout space

ABSOLUT.[®]

ABSOLUT ELECTRIK NIGHTS

Designed a party to promote Absolut's Elektrik winter bottle
Assisted with the experiential and graphic design, sourcing, and installation





ABSOLUT GLOWING BOTTLE WALL/VIP LOUNGE

Guests inserted glow sticks into a bottle shaped peg board, building the bottle out of light
VIP guests had their photos taken behind an electric backdrop to share a moment from the night
Personally designed both features



CELEBRATE AN ELECTRIK NIGHT

Guests danced on an LED floor that responds to their steps
Headlit BA's came to dance with the guests

HOST

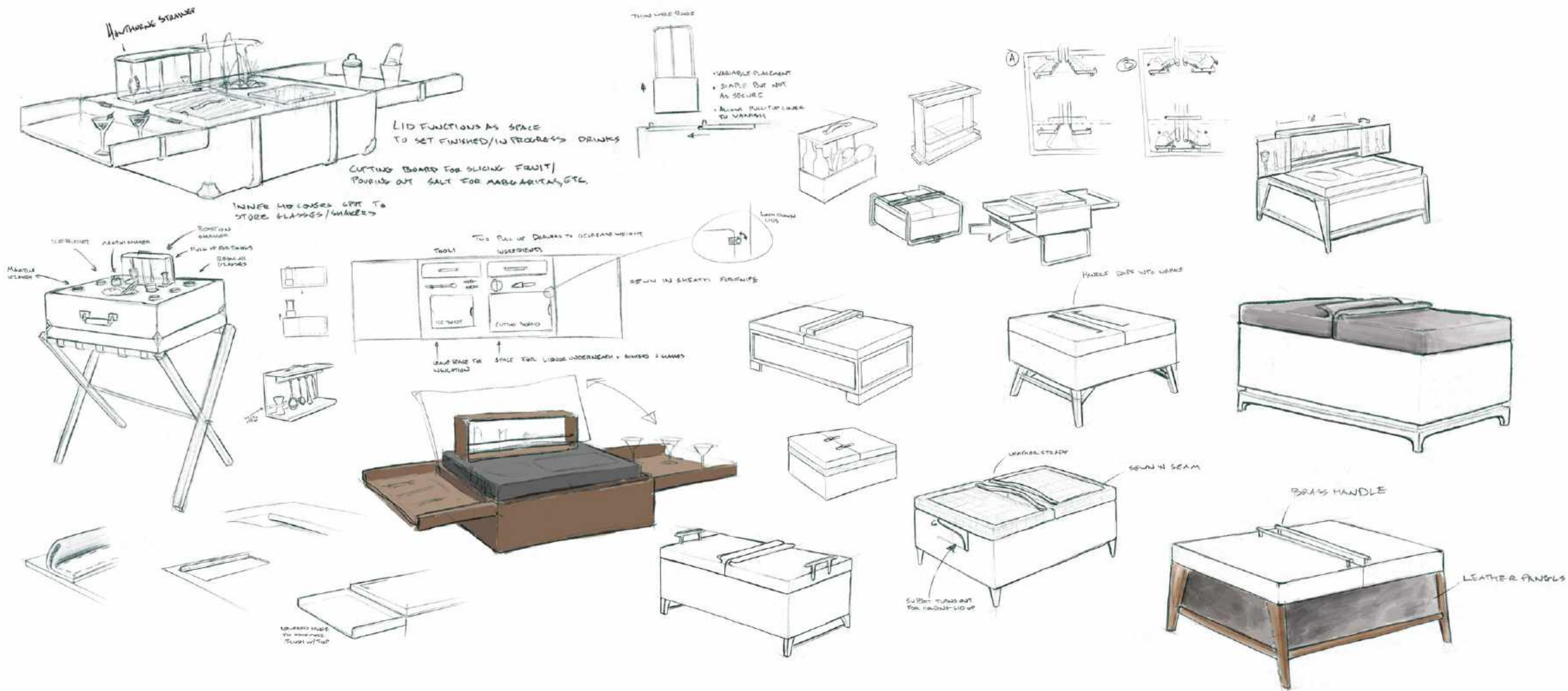
AVROKO INTRODUCTORY RETAIL LINE

Building upon their brand, Avroko was looking to expand into the retail market
Designed a portable and compact bar kit for the urban drink enthusiast



DARK AND REFINED

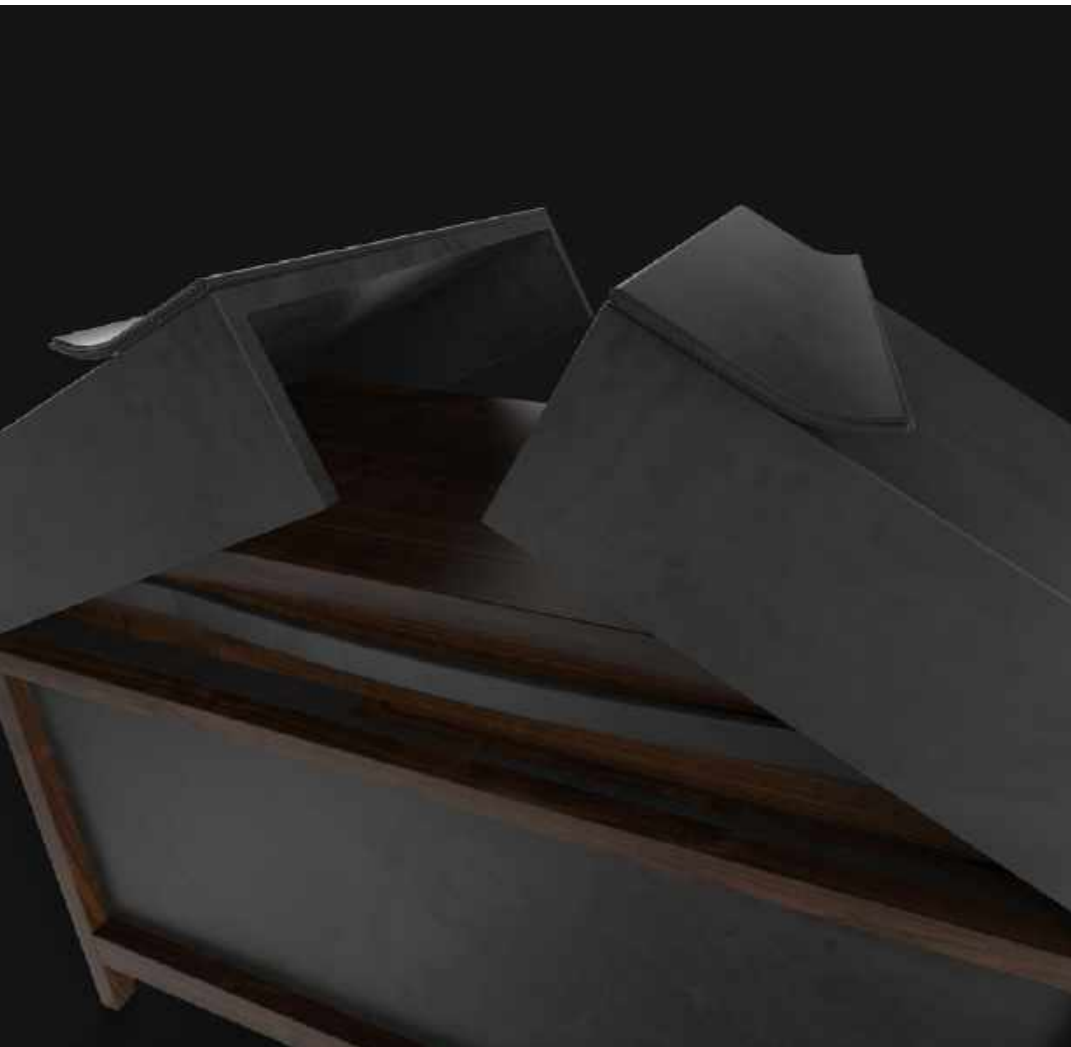
Drew inspiration from Avroko's existing works
Sourced dark wood and leather to create the frame



SKETCHING

Created both compactful and simple designs
 Considered inclusion of a built-in workspace for cocktail creation
 Made the unit appear as a fitting addition to apartment decor





COMPACTABLE/EXPANDABLE

When closed, Host fit nicely in a corner, appearing to be storage

When opened and set on a table, it created a workstation for making drinks



FEATURES

- Ice bucket
- Cutting board
- Liquor storage (interior wooden slats to stabilize)
- Knitted nylon band to hold bottles/booklets
- Leather wrapped toolkit
- Lid turns into surface for drink placement



BALD MOUNTAIN RUSTICS - CUSTOM CHAIR

Bald Mountain Rustics is a custom high-end furniture studio with clients spanning the East Coast and into Canada.

They are well known for their remarkably comfortable wooden chairs. I built one myself, adding a new aesthetic and several innovations to make it my own.



LILAC

This was found on the neighboring property of the Rooster Comb Inn. Other pieces of the tree showed signs of rot. Too beautiful to pass up, it was hewn for use as the legs and framework.



BLACK WALNUT

An exotic wood merchant saved this slab with our company in mind. The variations in color throughout the rings matched the contrast in the Lilac. This would eventually make up the seat, back, and arms.



A Set stance of legs and level bases
B Carved undersides to level runners supporting seat
C Coped seat to fit around leg

D Checked the ergonomics continually
E Applied stains, finishes, and protective coatings

Name
THE INTERN

Style
CUSTOM CHAIR

Construction Time
SIX WEEKS



Organic nature of the lilac were transferred into broader movements on the black walnut

Top of legs cut to emphasized the wood's spiraling pattern



Back arch tested for optimum lumbar support and relaxation

Support peg from leg made the back appear to float effortlessly



Back of the seat carved for gentle yet secure hold on posterior

Curved for knee joint and calves



Deep concave cut gave the back a lighter appearance/remove excess weight

Crossbars coped for a flush fit with the legs, securing the chair together

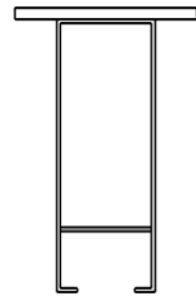


Groove for elbow rest yielded room for various torso sizes

Wide front provided space for personal effects

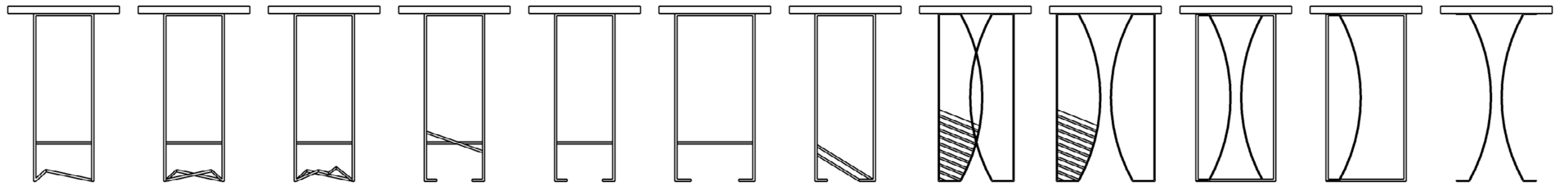






BAR TABLE

Designed and constructed a small bar table for a Brooklyn apartment
Resourced black walnut from a fallen tree at home to build the tabletop



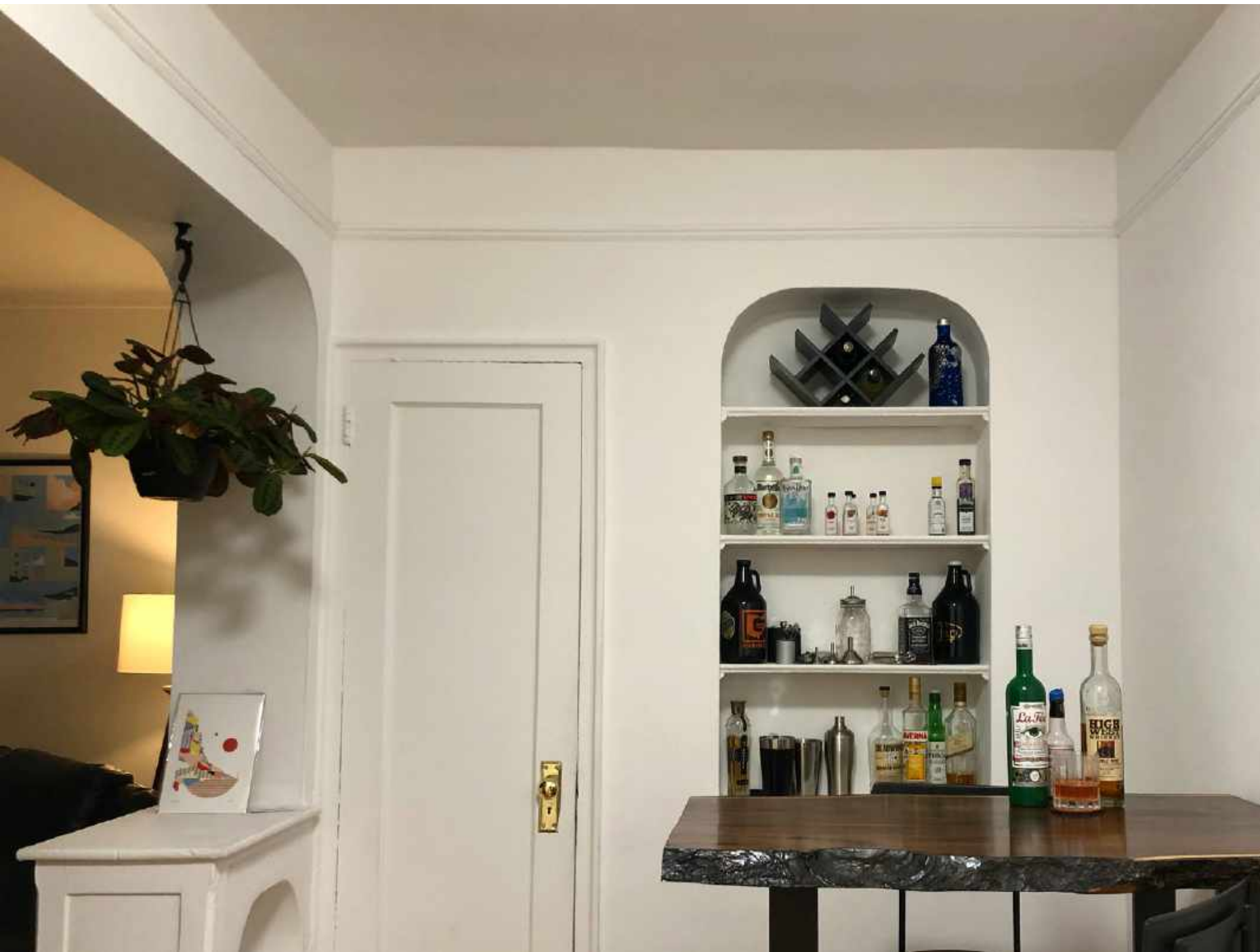
PROCESS

Embrace the live edge from my days at Bald Mountain Rustics, albeit with a modern touch
Keep the metalwork for the legs simple and refined



BUILDING

Employed creative methods to join boards that had warped
Built over several weekends visiting home with assistant/father



FINAL

Three bolts joined the table to the legs for easy installation and transportation
Wood finish was optimum for kitchen surfaces, preserving the wood in case of spills



GAME DESIGN COLLABORATIVE PROJECT

Designed a game to educate students about state budgeting in Ohio

Group members Josh Hill and Theresa Ware supplied the game's graphic design and play-testing

Personally responsible for the game mechanics and design



EDUCATE

Teach students about a facet of how state budgeting works.



ENTERTAIN

Make the game fun! If no one wants to play, no one will learn.



1-RESEARCH

Learn about how the budgeting system works



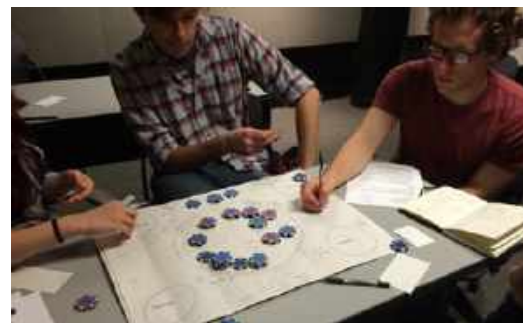
2-PLAYTEST

- + Gives players lots of control
- Too complicated/not visually compelling



3-RESEARCH

Narrow down to specific aspect of the budget



4-PLAYTEST

- + Players' pieces interact
- No visual hierarchy, too many extraneous parts



5-RESEARCH

Final push. Discovered key relationship to impact course of game



6-FINAL

Present for critique Playtest

PROCESS

Combine notes from game design and state budgeting to create something fun and informative
Cycles of researching and playtesting built toward a more stable and enjoyable game

LEGISLATIVE



- Legislators can hold public forums to meet with the grassroots organizations to speak with them and explain budget actions.



INTEREST GROUPS/GRASSROOTS

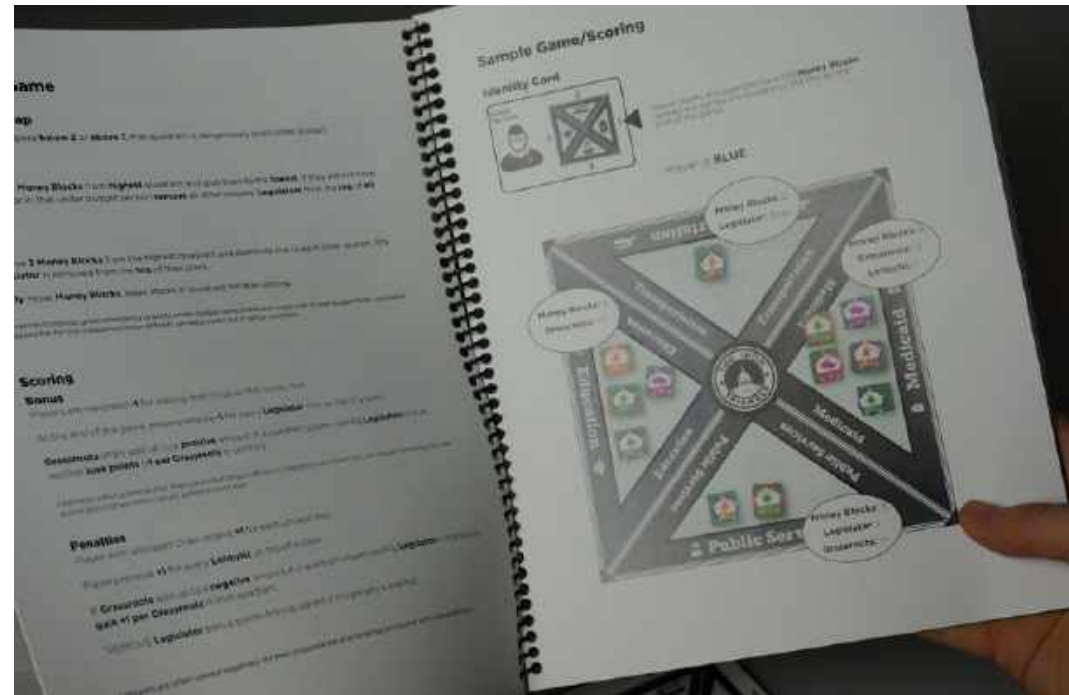
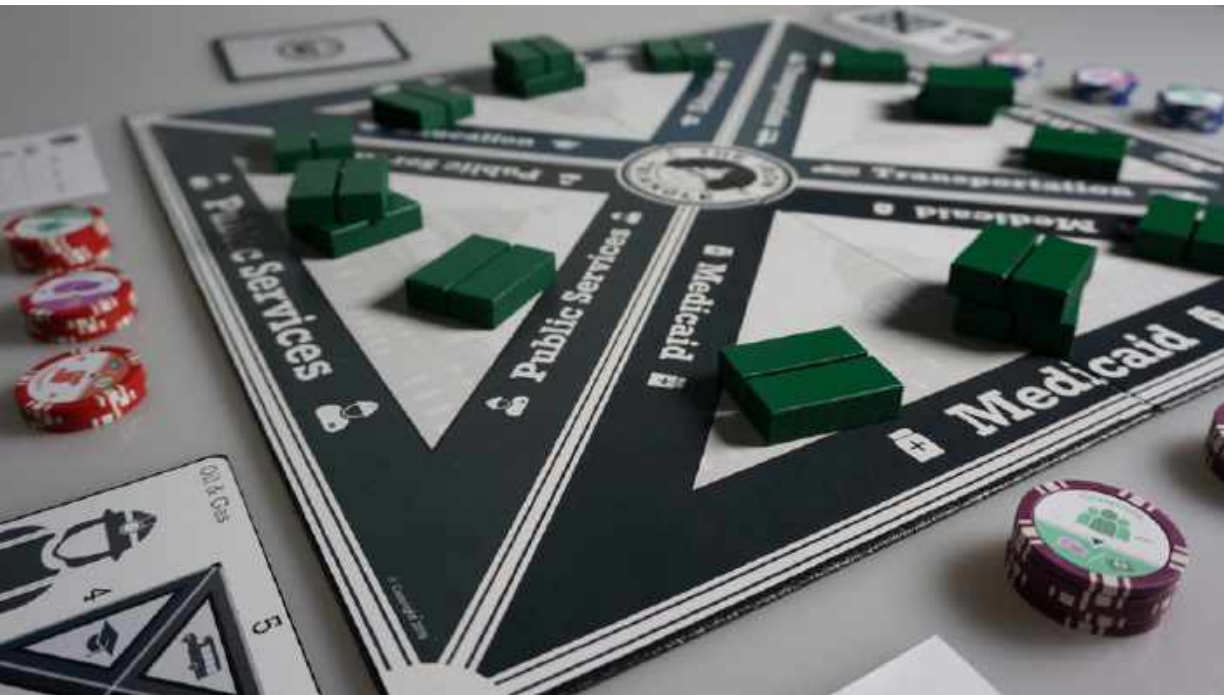


- Grassroots can hire Lobbyists to work for their cause
- Grassroots can raise awareness to government officials and the public on certain issues, and can be placed so the public will view the decision favorably or not
- A Legislator that has a positive approval is more useful to the interest groups than one that does not

LOBBYISTS



- Lobbyists can persuade Legislators on political decisions
- Lobbyists are often viewed negatively for their corporate ties and for being too involved with political decisions



FINAL

Players used a combination of Iron Triangle tokens to push for their individual budgets on character cards

Penalties on withholding pieces created an increasing pace of gameplay, mimicking pace of budget process over the fiscal year



SAN DIEGO ECO PARK

Designed a concept park for the future of zoos and sanctuaries

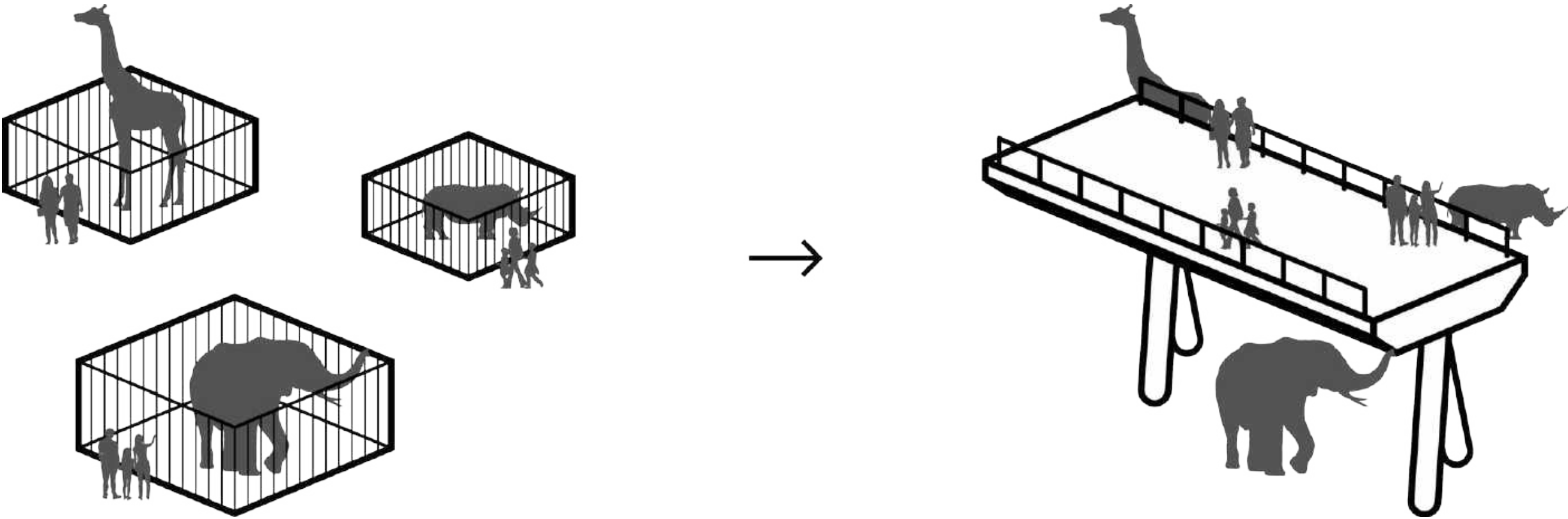
Increased the space available for the animals

Made the environment feel more akin to their wild roots

“The most important thing is **breaking with the model of captivity and exhibition.** I think there is a change coming for which we are already prepared because kids nowadays consider it obvious that it’s wrong for animals to be caged.”

-Gerardo Biglia, animal rights lawyer

BREAK FROM MODEL OF CAPTIVITY AND EXHIBITION TO THAT OF FREEDOM AND NATURALISM



IT'S TIME FOR ZOOS TO EVOLVE

Push for change in public's view of endangered species
Respect animals' need for a more accurate environment
Call for more aggressive engagement in saving species

RESEARCHING EVOLUTION IN ANIMAL CARE AND CONSERVATION



● GENERAL RE-WILDING

Trained animals to be reintroduced to their original habitat

○ PLEISTOCENE RE-WILDING

Introduced similar species to habitats their ancestors once roamed

● EX-SITU CONSERVATION

Repopulated a species in new locations for preservation



RESEARCH: VISITING ZOOS

Wide range of quality between exhibits
Blending moneymaking activities with exhibits
BOH installations just for the benefit of the animals



Leo Felix

Avroko, San Francisco

Architecural advyce
Use of ha-ha's for visual effect
Creating mood with space



Matthew Wheeler

JRA, Cincinnati

Theme park design consulting
ADA compliance
BOH considerations



Stacey Ludlum

PGAV, Missouri

Zoo exhibit theory
Resource acquisition
Speculative debate



Harry Greene

Cornell, Ithaca

Rewilding validation
Zoo ethics
Exhibition advice



Ben Whitebread

Elephant Manager, Toledo Zoo

Compassionate conservation
Elephant social habits/structure
Local/foreign conservation efforts



Teresa Truesdale

Africa Keeper, Cincinnati Zoo

Mixed exhibits
Surplus of breeding
Animals lacking natural traits



Liv Harlow

Save The Elephants, Cambodia

Research/conservation
Working with local communities
Creative solutions



Colleen Bowman

Educator, San Diego Zoo

Replacing space with activities
Promote more foreign initiatives
Condor repopulation/rewilding



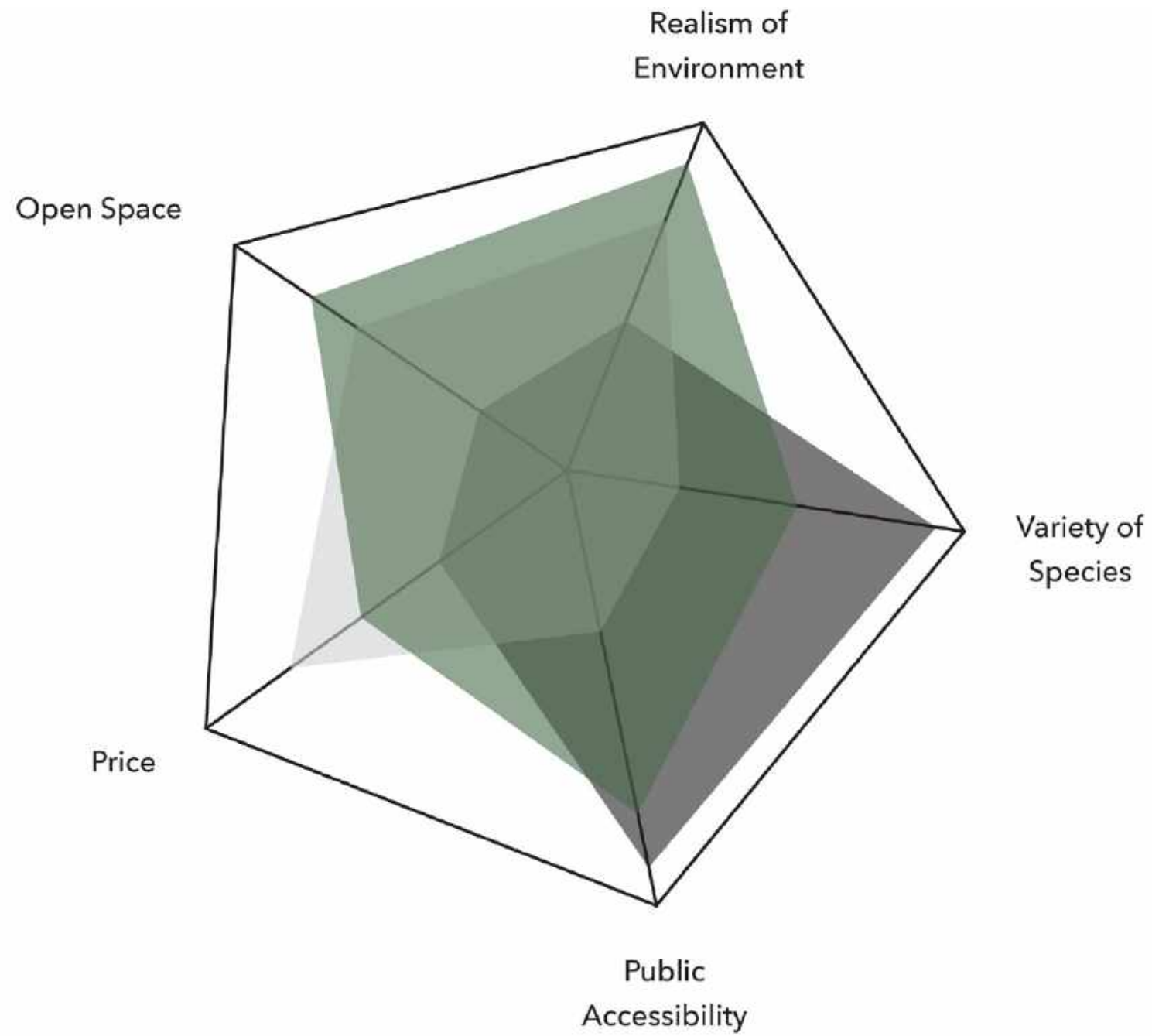
Thomas Bakke

Caretaker, ICC Pittsburgh

Specific animal habits
Levels of enrichment
Changes in AZA standards

RESEARCH: ASKING THE EXPERTS

Consulted with experts in animal care and exhibit design



Zoo



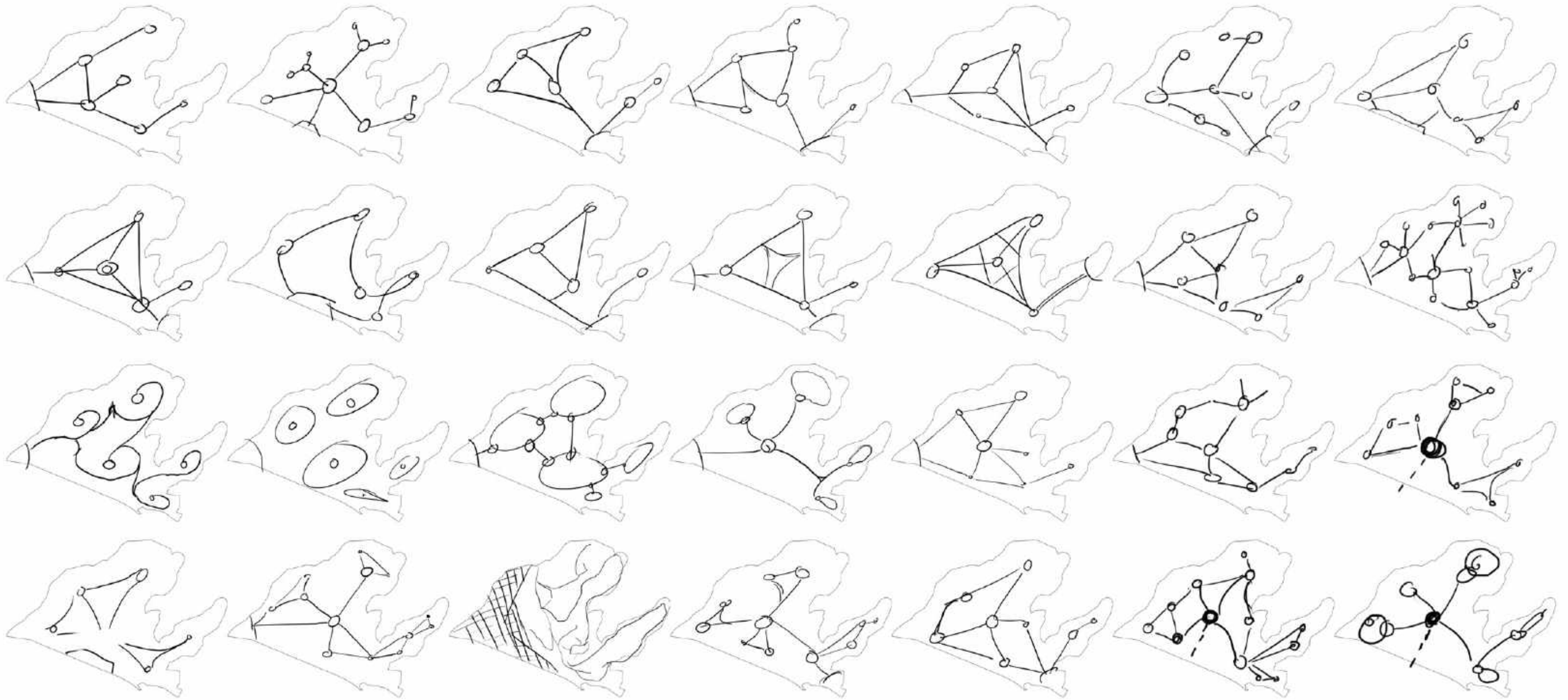
Eco Park



Sanctuaries

BENEFITS OF AN ECO PARK

- Larger space
- More realistic environment
- Easier to access than sanctuaries



MAP IDEATION

Used preexisting space of San Diego Zoo Safari Park (18,000 acres)

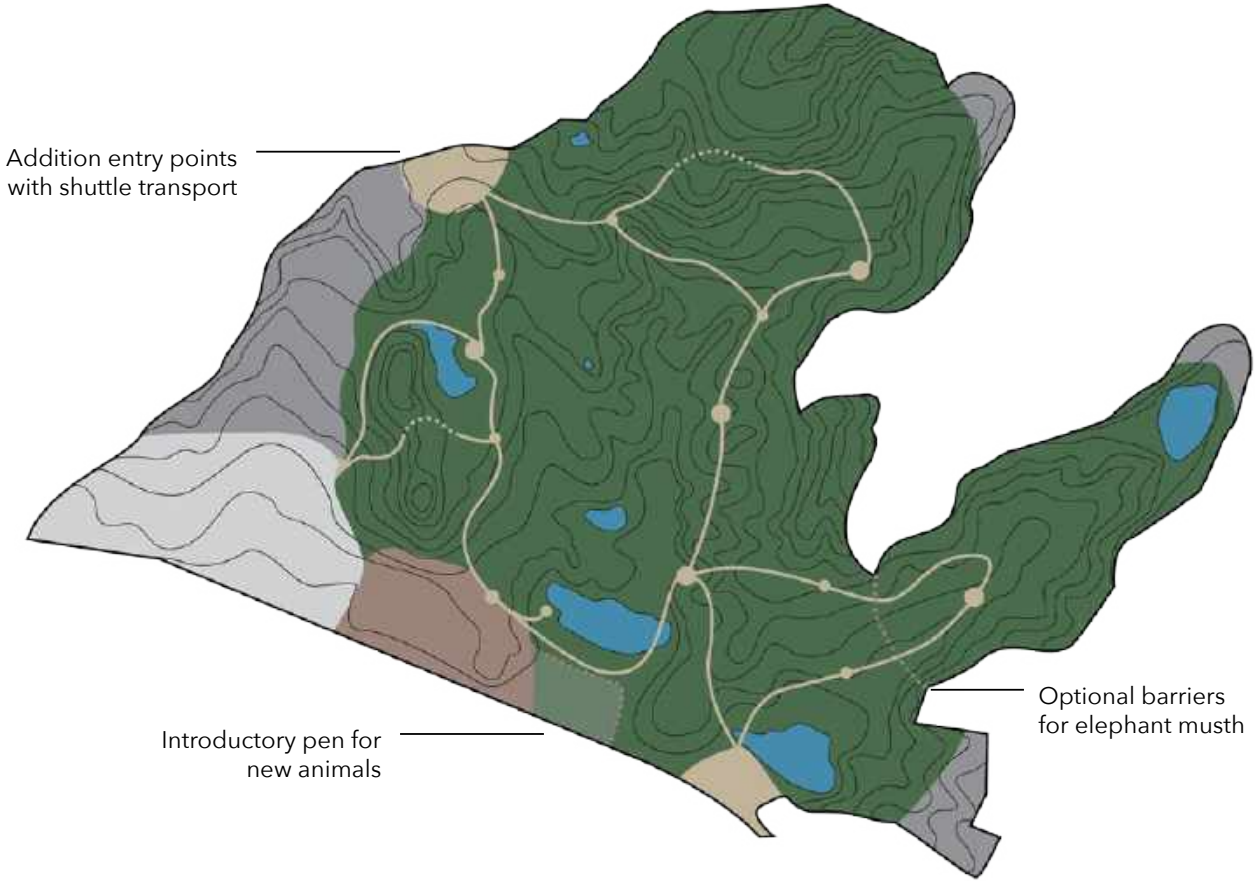
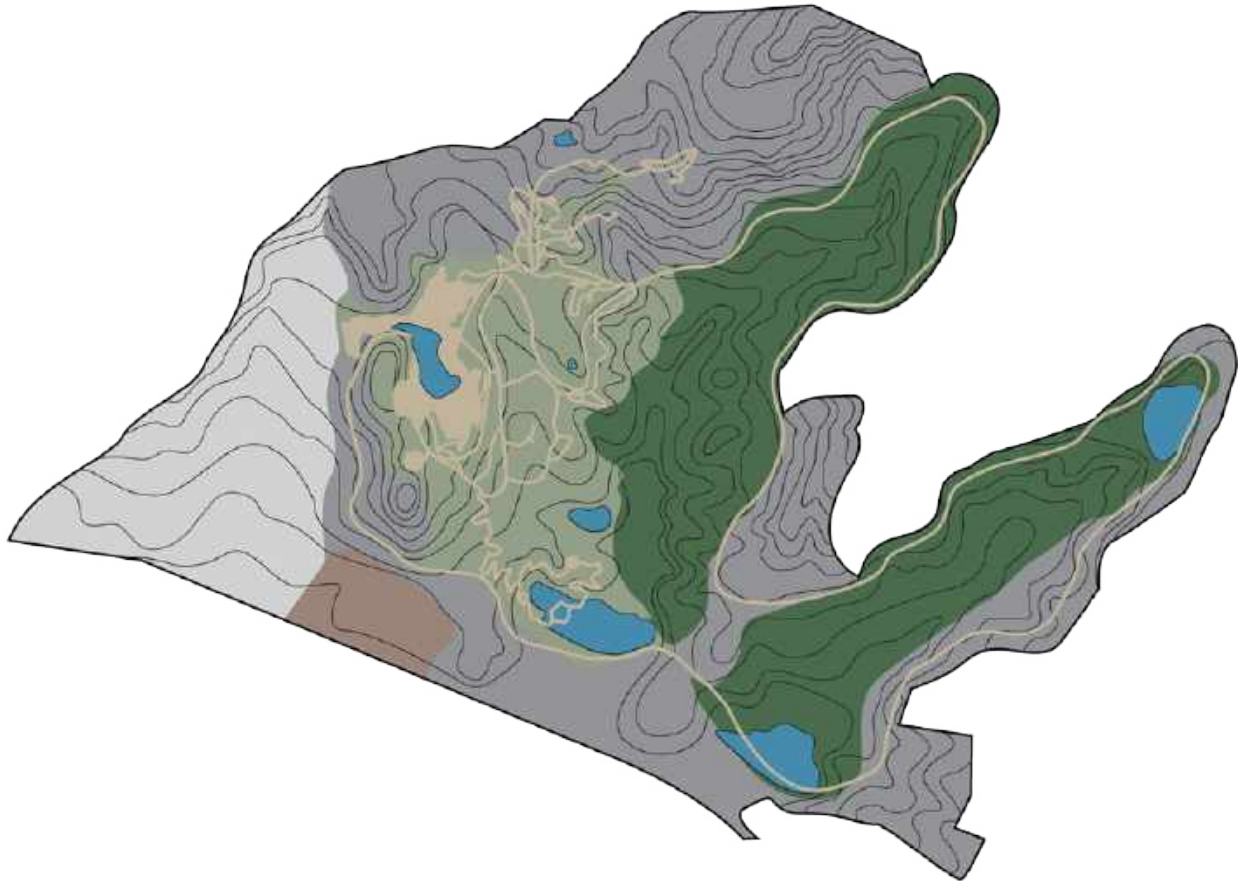
Took inspiration from hub and spoke models

Balanced giving animals space vs visitor visibility

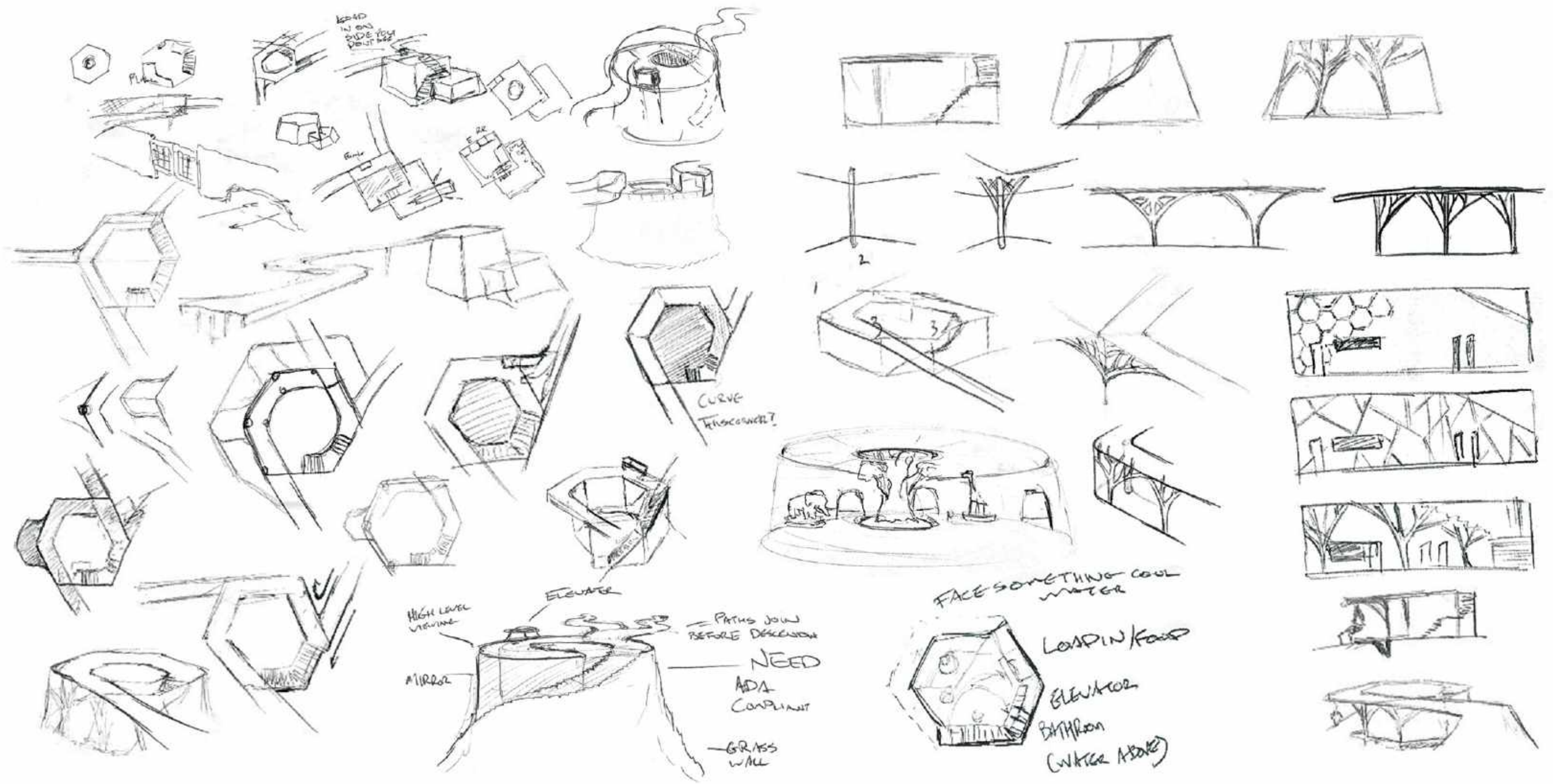
Rebuilt park with intention of being an open space for animals

SAN DIEGO ZOO SAFARI PARK TODAY

PROPOSED ECO PARK



- 
 Parking
Underground Garage
- 
 Traversable Space
for Visitors
- 
 Veterinary
Hospital
- 
 Singular Animal
Exhibits
- 
 Open Mixed
Species Space
- 
 Back of House/
Operational



PAVILION IDEATION

Enabled multiple openings for joining to pathways

Overhang provided shade for animals and open source for food



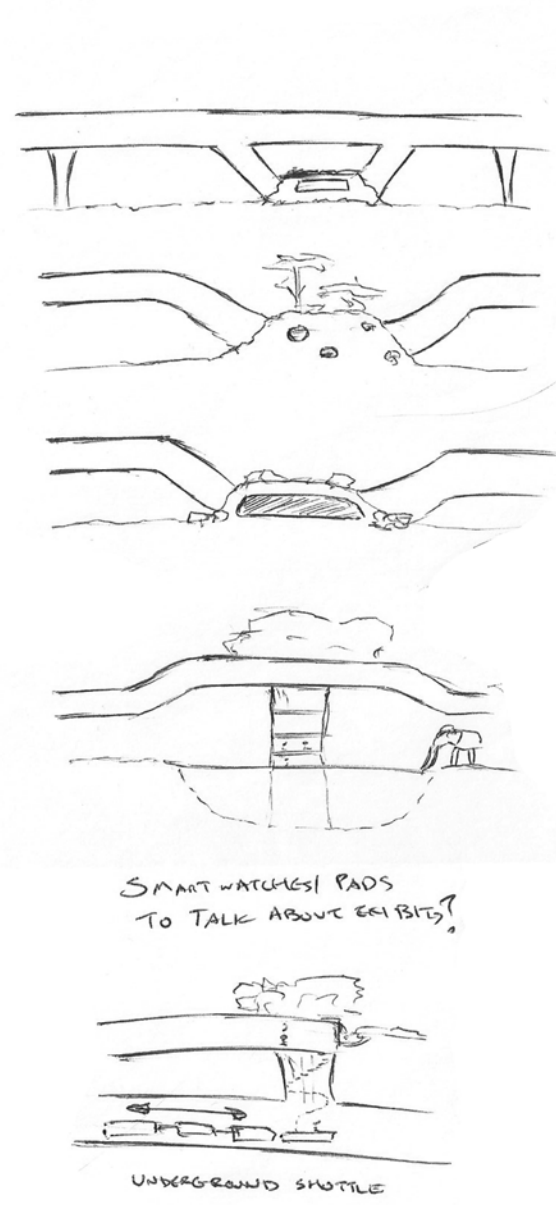
PARK PAVILIONS

Two way glass allowed guests be at the same level as the animals
Benches lined upper level for rest in the shade
Feeding nets and pavilion proximity to water drew animals to pavilion



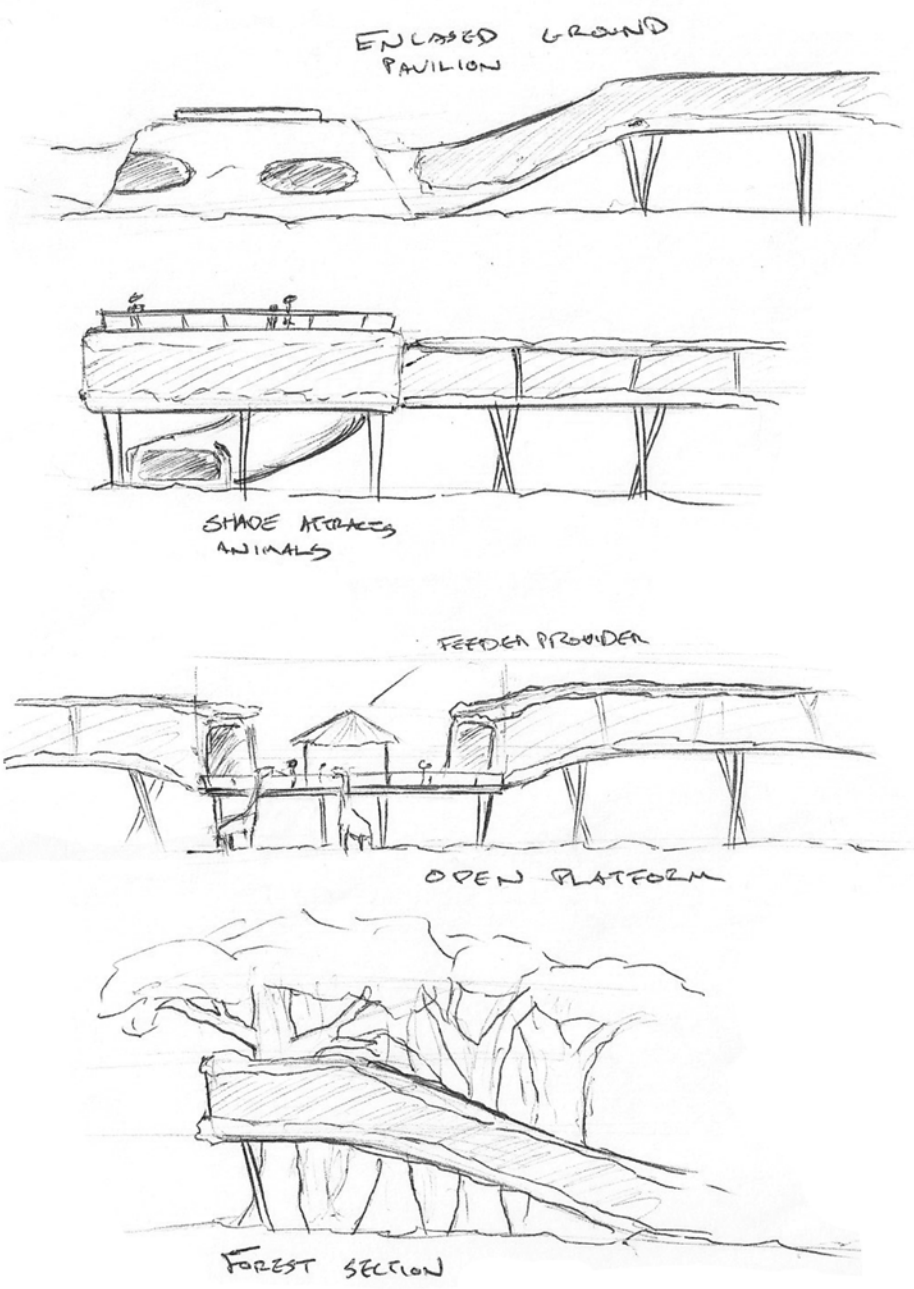
PAVILION INTERIOR

Open space on main floor available for zoo lectures
Restrooms, food, and water available



SMART WATCHES! PADS TO TALK ABOUT EXHIBITS!

UNDERGROUND SHUTTLE



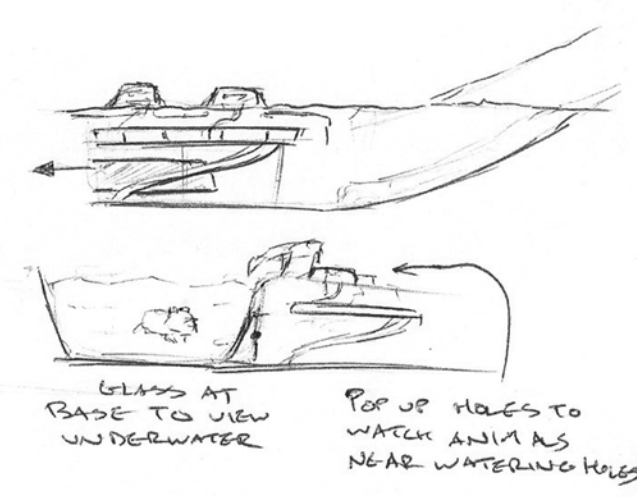
ENCLOSED GROUND PAVILION

SHADE REFRACES ANIMALS

FEEDER PROVIDER

OPEN PLATFORM

FOREST SECTION

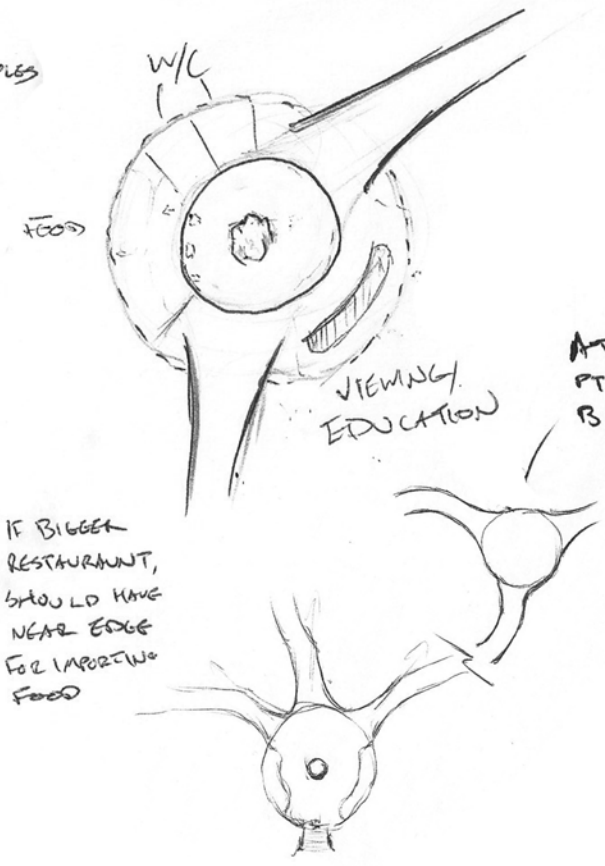
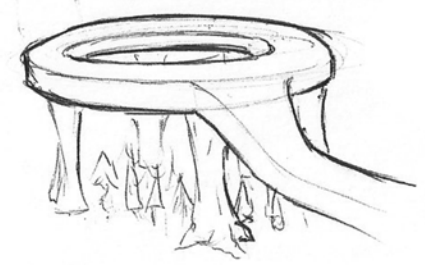


GLASS AT BASE TO VIEW UNDERWATER

POP UP HOLES TO WATCH ANIMALS NEAR WATERING HOLES



DENSER CIRCLE OF PILLARS DISCOURAGE ELEPHANTS



FOOD

W/C

VIEWING EDUCATION

AT CENTER PTS, HAVE BIRD ENCLOSURE?

IF BIGGER RESTAURANT, SHOULD HAVE NEAR EDGE FOR IMPROVING FOOD

PATHWAY IDEATION

Weighed closed paths vs open
Explored connection with pavilions



ELEVATED WALKWAYS

Raising visitors over the park vastly increased the space available to the animals
Hanging nets with food and shade drew the animals to pathways for easier viewing



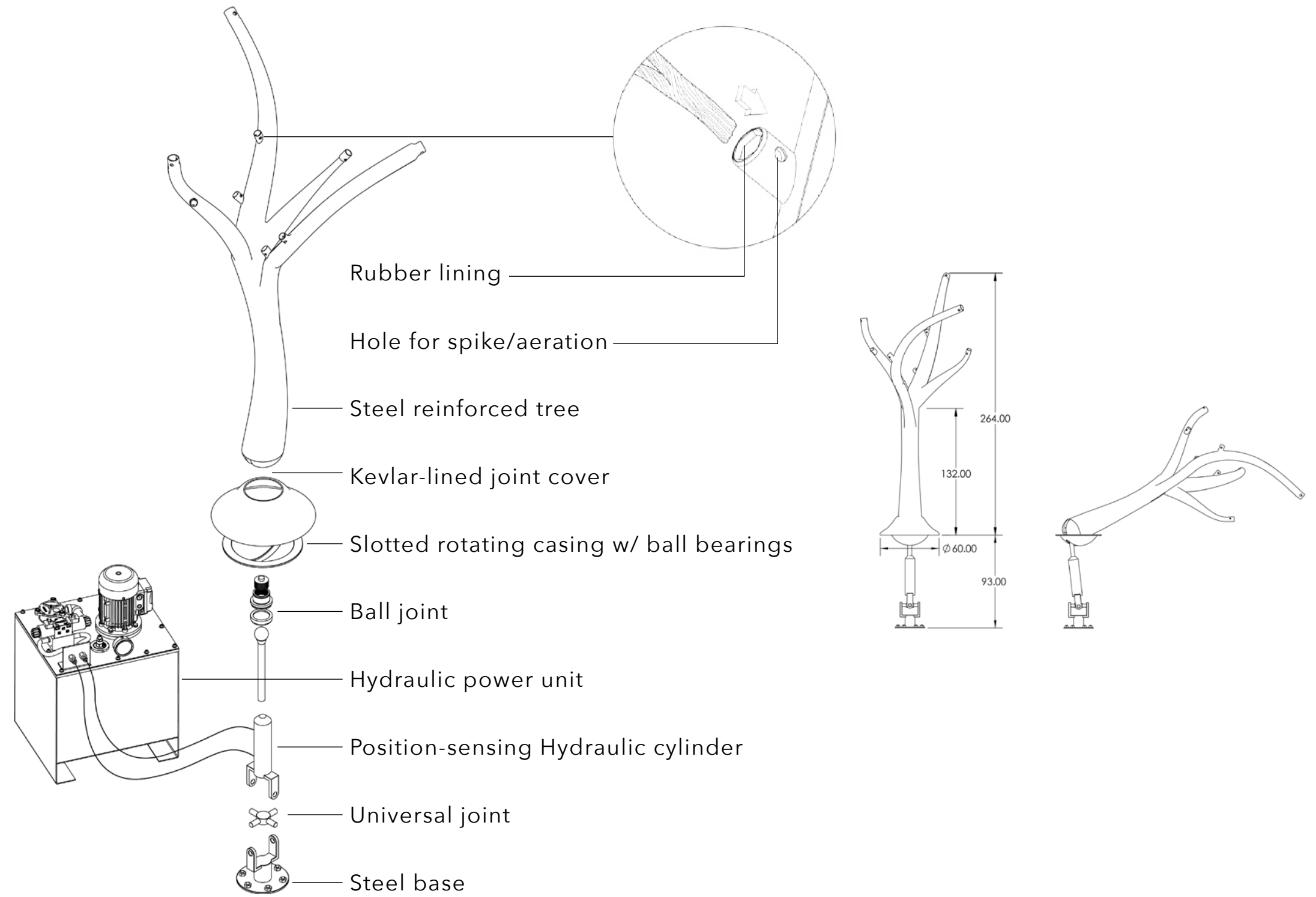
GIRAFFE FEEDING ZONES

Widened platform allowed guests to stop for food and shade
Lowered elevation let visitors feed giraffes with food from kiosk



ARTIFICIAL FEEDING TREE

Lessened damage done to natural trees in the park
Provided elephants with engaging and more natural way to obtain food



FEEDING TREE INTERNAL

Allowed for tree to fall down in any direction

Resistance could be adjusted to create a greater challenge to the animal



WATERING HOLES/ CIRCULATING WATER SOURCES/MUDPITS

Guests could look out on a large water feature where animals congregate

Large concrete beds ran perforated piping along to base to soak ground/fill watering hole

Rotation of drying pits and activating others increased animal roaming within the park, and prevented trampling of ground

THANK YOU FOR YOUR TIME.

Connect with me to put my skills to work for you:

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Visit my website at ianmooneydesign.com
or my LinkedIn at <https://www.linkedin.com/in/ian-mooney-14958182/>