

CARYL GLAAB

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Portfolio Website: www.carylglaabdesign.com

Creative Director and Designer with over 25 years experience in design and direction: live and online productions and events, video pre and post production, graphic design, studio staff direction and management, multi media installations and effects

EXPERIENCE:

MODE STUDIOS

www.modestudios.agency

April 2018 – present

Creative Director and Principal Designer

- Serve as Creative Director and Designer for MODE Studios, a creative agency specializing in live and virtual events, brand activation, architectural installations and design development, entertainment experiences, and community and learning platforms
- Serve as Creative Director for virtual and in person events, including conferences, theatrical productions, and music performances
- Create brand and or event identity for various projects utilizing the client's existing brand guidelines. Produce event graphics, event branding and marketing materials
- Serve as Creative Director and/or Designer for architectural projects including digital engagements for master planning and design development phases, as well as creative direction and content design for media installations in retail and public spaces
- Design and create video content for both virtual and live entertainment productions and events
- Creative direct learning management systems (LMS) and community platforms, working with course instructors, course authors and community managers
- Creative direct and design LMS video courses and direct the post-production team of editors, motion graphic artists, platform developers and graphic designers
- Direct remote and in-person video recordings for video courses, event content, keynote speakers, and panel discussions
- Develop concept images, animatics, reference images and mood boards as part of a concept development and or design development project phase
- Design and collaborate in developing client pitch and project proposal deck materials
- Work as part of the business development and marketing team within the agency
- Serve as part of the leadership and organizational development team within the agency

Creative Director, Video Designer, Head of Video

CREATIVE DIRECTOR

- Served as Creative Director as part of the creative and development team that included the organization's Founders and other Directors, charged with the creation of new material for theatrical and non-theatrical mediums, special events, appearances, marketing initiatives and campaigns, national and international appearances and broadcasts
- Creative directed the implementation of new theatrical material into existing productions
- Acted as Creative Director for BMG's marketing projects and campaigns, in collaboration with Marketing Directors and outside advertising and marketing agencies
- Served as BMG's Creative Director working with outside Directors and production teams
- Creative directed the staging of theatrical material for 360-degree VR recordings

VIDEO DESIGNER

- Served as Video Designer for Blue Man Group's live productions, appearances, special projects and marketing initiatives
- Collaborated with BMG Founders, Creative Directors and other Designers on show development and design
- Created concept images, animatics, reference and mood boards as part of the show development and design process
- Designed screen configurations, screen type, playback content and live feed configuration based on show design and script
- Executed show design by participation in all stages of production mounting including pre visualization, cueing and dry tech, on-stage technical and cast rehearsals and previews
- Oversaw and directed Video System Engineer, Associate Designer and System Programmers to execute the design
- Led and directed staff and freelance content creators; editorial, visual effects, and animators in the creation and development of video content
- Worked with Producers ensuring that the system and design served the needs of the production and operated within the shows budget

HEAD OF VIDEO

- Oversaw and directed BMG's in house video studio and managed its day-to-day operations.
- Supervised and directed staff of editors, visual effects and studio support staff, both full time and freelance positions
- Prioritized and managed studio workflow and project requests; hired staff, both full time and freelance positions, based on the studio workload
- Ensured that the studio facility and equipment was operating properly
- Created and maintained the annual operating budget for the studio and department, including capital expenditures