

# BEN TRIPP

626-840-2292 • [benwtripp@gmail.com](mailto:benwtripp@gmail.com) • [bentripp.info](http://bentripp.info)

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## CREATIVE DIRECTOR: CONCEPT, STORY, & DESIGN

- Creative director with proven track record in concept, planning, and design for location-based experiences. These range from broad-scale urban master plans to museum exhibits. Projects include cities, theme parks, attractions, resorts, housing, hospitality, food and beverage, retail, zoo & aquaria, as well as live and recorded shows.
- Core competencies revolve around developing narrative strategies, storytelling with unconventional media, and working within diverse communities around the world to reflect their values and traditions to delivering something new. Key tools include art, writing, teamwork, and hands-on interaction from first idea to final product.
- Additional concentration in advertising and multi-format messaging allows for integrated communications that extend beyond bricks and mortar into the mediasphere, for seamless, cross-functional campaigns. Extensive experience in B-to-B and B-to-C messaging, advertising, voice and tone, UX, and new media projects.

## SELECTED ACHIEVEMENTS

- Walt Disney Imagineering: Lead Designer and Design Director [Kilimanjaro Safaris](#) attraction for Animal Kingdom at Walt Disney World, Florida.
- Walt Disney World: High concept for [Blizzard Beach](#).
- Sony: Development planning and programming for [Potsdamerplatz](#), Berlin.
- Kujda-Tripp advertising and design agency: Principal with diverse clients including Baxter Bioscience, TV Guide, Sony, and Coca-Cola.

## PROFESSIONAL EXPERIENCE

### **Bona Fide Creative (2011-present)**

#### CONSULTING CREATIVE DIRECTOR

Emphasis on multi-media strategies across digital, broadcast, and location-based narratives.

Electronic Arts: FIFA franchise in-game communications reboot.

Vrbo: Web and television advertising campaigns.

Disney Interactive Studios: Online and in-park game concepts.

Prague Shakespeare Company: Advertising campaign.

Swan Divaldelni, Prague: Restaurant and bar design and implementation.

## **Vertex Productions, Los Angeles (2005-2011)**

### CREATIVE DIRECTOR

Part of a small, agile team developing global projects for diverse markets.

Masterplan for Erdos, Mongolia.

Renewal concept and design for Ocean Park, Hong Kong.

Expansion plan and concepts for Lotte World, South Korea.

High concept and designs for Bollywood Park, Mumbai, India.

## **Creative Development LLC (1995-2005)**

### PRINCIPAL

Concept, design, and story for experiential design and traditional media.

Walt Disney Imagineering

Universal Creative

Sony Development

Warner Bros.

Paramount

Fort Worth Zoo

Dreamworks Animation

Jim Henson Company

Columbia Pictures

## **CAREER NOTES**

Experienced with most of the dominant placemaking entities. Innovative solutions to complex problems from zoo exhibits to urban cores to game environments. Hands-on creativity. Teamwork or solo. Artwork in many media to convey design, sell concepts, illustrate and decorate.

Additional work: Screenplay projects at major film studios; campaign advertising & communications agency work; essayist; [novelist](#) for 'Big 5' publishers. Character and costume design. [Video](#) and film production. Fine art, multimedia, sculpture.

Education:

Rhode Island School of Design, Illustration and Filmmaking.

Software:

Adobe Photoshop, Premier, After Effects, Illustrator, Animate; Sketchup; Word/Pages; Acrobat Pro; Final Draft; Vellum; Keynote; Miro.