

ARIANNA KNOX

ART DIRECTOR • EXPERIENTIAL DESIGN • ENVIRONMENTAL STORYTELLING

Los Angeles, CA | ariannaknox.com | linkedin.com/in/ariannaknox | ariannaknoxdesign@gmail.com

Art Director specializing in immersive story-driven environments where physical space becomes narrative. Experienced in translating creative vision into tactile reality from initial concept through completion for globally recognized IPs: partnering across design, architecture, fabrication, and operations to translate bold ideas into environments that entertain, inspire, and leave a lasting impact.

LEADERSHIP HIGHLIGHTS



CREATIVE LEADERSHIP

Direct multidisciplinary teams across design, scenic, graphics, and fabrication from concept through opening.



VISION & ALIGNMENT

Establish and protect creative vision while aligning cross-functional partners, IP stakeholders, and executive leadership.



CONCEPT TO COMPLETION

Guide projects through all phases- concept development, documentation, fabrication, installation, and on-site execution.



GLOBAL COLLABORATION

Lead creative approvals with domestic and international vendors, ensuring quality, consistency, and brand integrity.

EXPERIENCE

UNIVERSAL CREATIVE ART DIRECTOR

Mar 2023- Present
Los Angeles, CA

Project Currently in Concept | Leading art direction for a high budget immersive guest experience for a major IP involving restaurant, retail, area development, and facade programs.

Fast & Furious: Hollywood Drift | Leading art direction and design from initial concept through opening day and ensuring creative alignment across design, production, and IP.

Super Nintendo World | Leading in-field art direction and production design for 5 interactive game-play areas, retail, area development, and a highly themed table service restaurant.

- Directed creative reviews with domestic and international fabrication partners, ensuring premium execution and fidelity to the creative vision.
- Manage design team workflows, assigned priorities, and mentored designers: providing clear, actionable feedback for teams of 2-10+ staff and contractor designers at any given time
- Developed art direction packages—including concept art, 3D visualization, scenic documentation, and material palettes—to guide fabrication from design through installation.
- Acted as In-field art director working to ensure creative integrity and solve design challenges
- Partnering with architecture, show lighting, media and operations teams to ensure a seamless guest experience

UNIVERSAL CREATIVE PRODUCTION DESIGNER

Jan 2021-Mar 2023
Los Angeles, CA

The Secret Life of Pets: Off the Leash | Acted as Lead Designer, In-field Art Director, and design manager for ride scenes. Delivered design solutions that balanced guest experience, storytelling, and technical performance.

- Scenic integration for 40+ animated and static figures found throughout the ride.
- Partnered with scenic vendors and fabricators to protect design intent and ensure premium execution
- Created design packages including schematic drafting, 3D models, concept artwork and color boards.

UNIVERSAL CREATIVE SR/SHOW SET DESIGNER

Apr 2017-Jan 2021
Los Angeles, CA

Kung Fu Panda Adventure | Acted as in-field art director, and created the venue guide book: translating as-built conditions and creative intent into long term artistic and maintenance direction.

Attraction Show Quality | Act as lead designer for show quality improvements in park operated lands and attractions. Created build drawings, concept art, and graphics for supplemental park operational and marketing needs, including working with IP holders to ensure creative continuity and original intent was maintained.

SEAWORLD SAN DIEGO SR. DESIGNER

May 2016- Oct 2017
San Diego, CA

Designed food venues, performance stages, graphics packages, seasonal events, and park enhancements. Delivered build packages, print files, and acted as in field art director during installs and production.

DESIGN AND VISUALIZATION

Photoshop | Illustrator | InDesign | SketchUp | Rhino | Revit
AutoCAD | V-Ray

EDUCATION

MFA, Scenic Design | Boston University | 2013–2016
BA, Theater Arts | Marymount Manhattan College | 2008–2012