

PORTFOLIO

arielle  spencer

THEMED ENTERTAINMENT DESIGN | ENVIRONMENT DESIGN

MYTHICA: LAND OF THE MYTHIC ISLES

AGENT UNDERCOVER

PAPERMAN'S FLIGHT

TONY STARK INSTITUTE OF TECHNOLOGY

MR. DARCY'S STUDY

RIDE VEHICLES

LA PALETTE DE FROMAGE

PEDIATRIC ONCOLOGY CLINIC

VICTORIAN HOUSE DESIGN

TIMELINER

TELENOR

NEOPETS PALOOZA

ROBINSON INDUSTRIES CAFE

ROBOTS

PROJECT DEVELOPMENT PROCESS

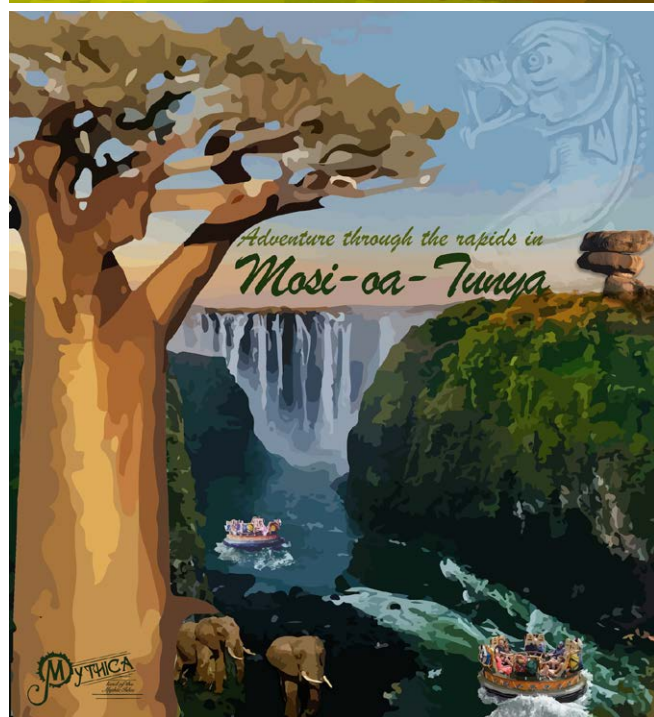
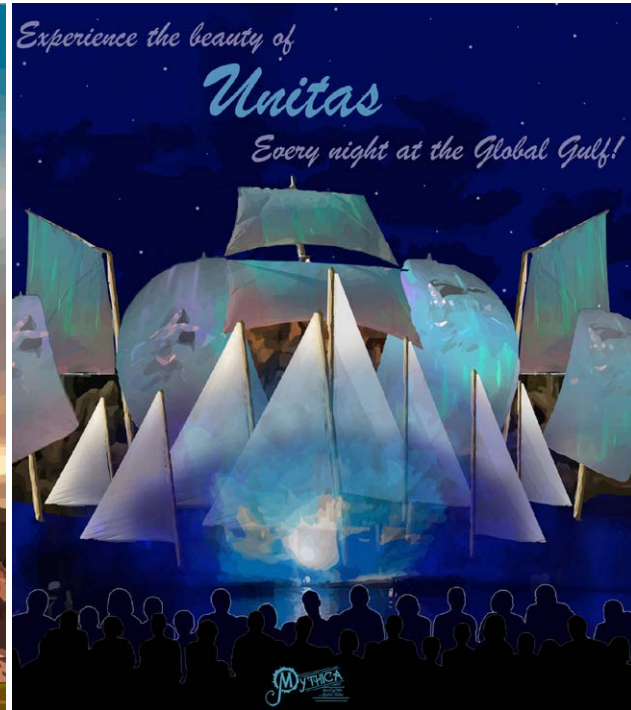
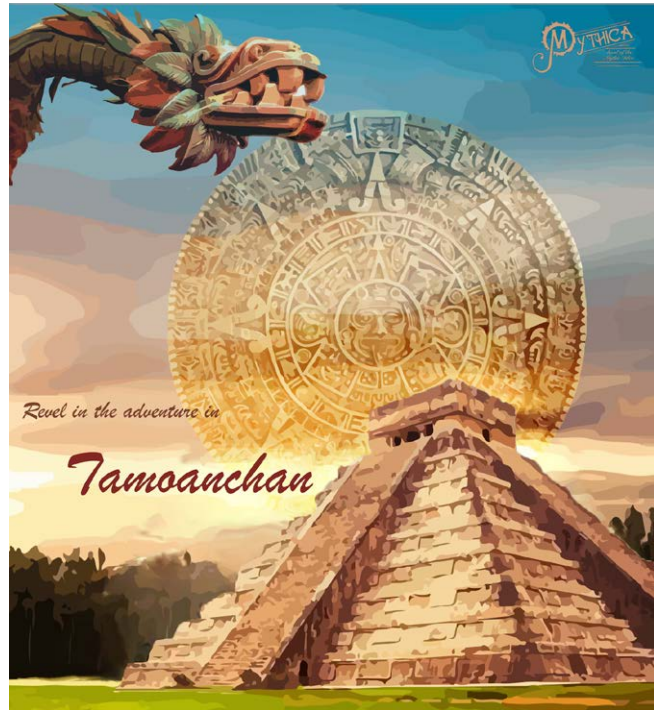
RESUME



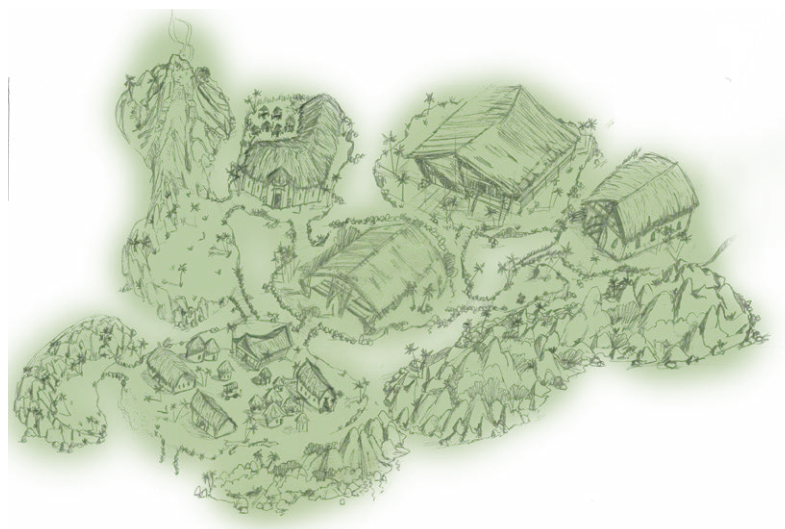
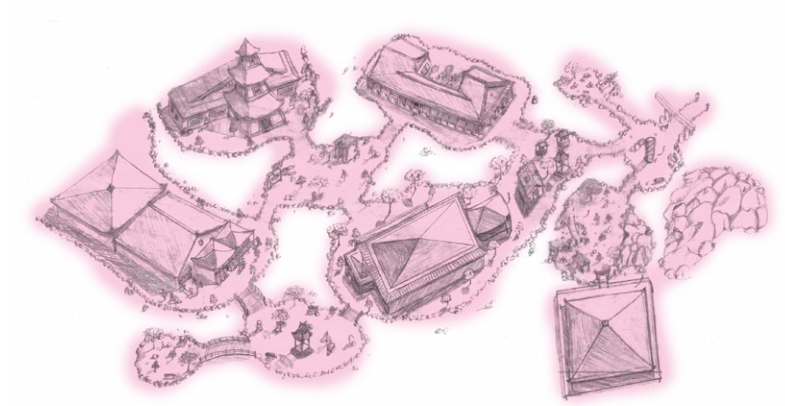
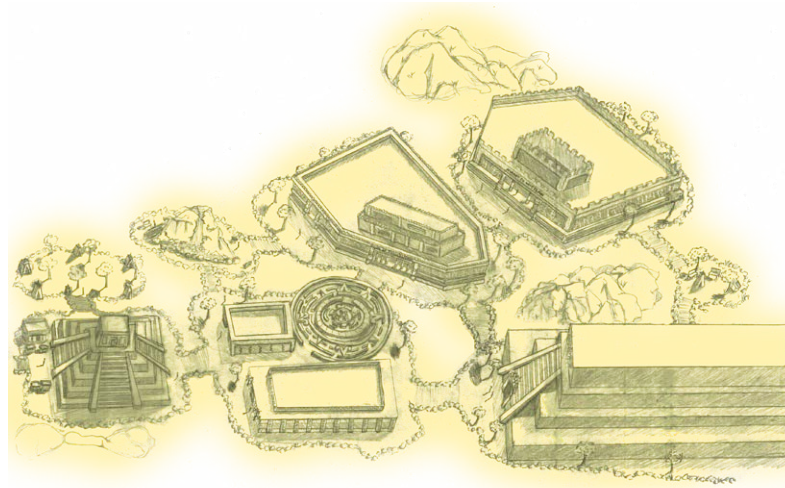
MYTHICA: LAND OF THE MYTHIC ISLES

GRADUATE MFA THESIS; INDIVIDUAL PROJECT CONCEPT FOR A THEME PARK

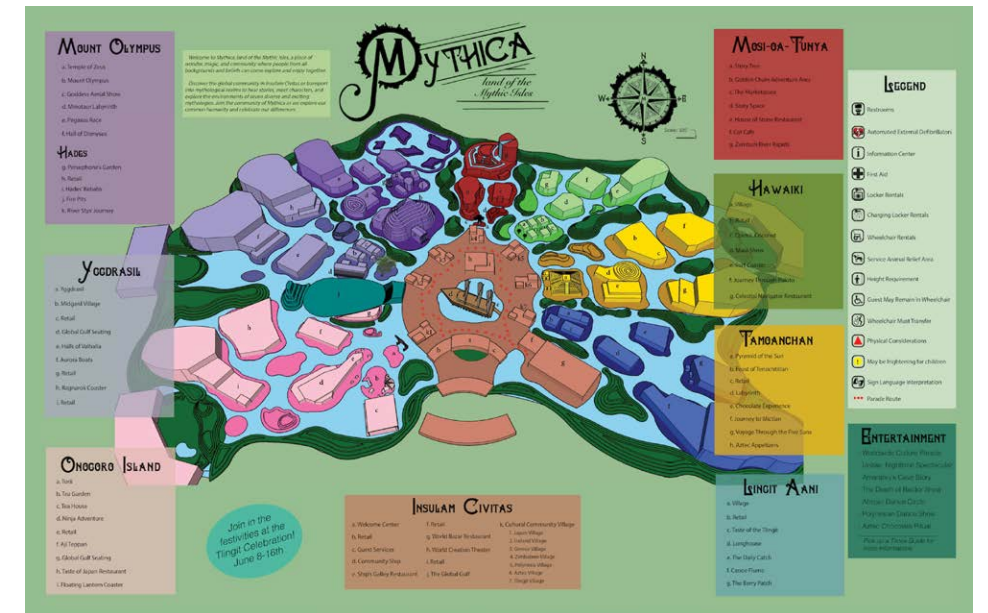
Welcome to Mythica: Land of the Mythic Isles, a place of wonder, magic, and community where people from all backgrounds and beliefs can come explore and enjoy together.



Stylized Land Posters, Photoshop & Illustrator



Aerial View Land Illustrations, Pencil Illustrations



Trifold Park Map Front & Back, Photoshop & InDesign

Discover the global community in Insulam Civitas or transport into mythological realms to hear stories, meet characters, and explore the environments of seven diverse and exciting mythologies.

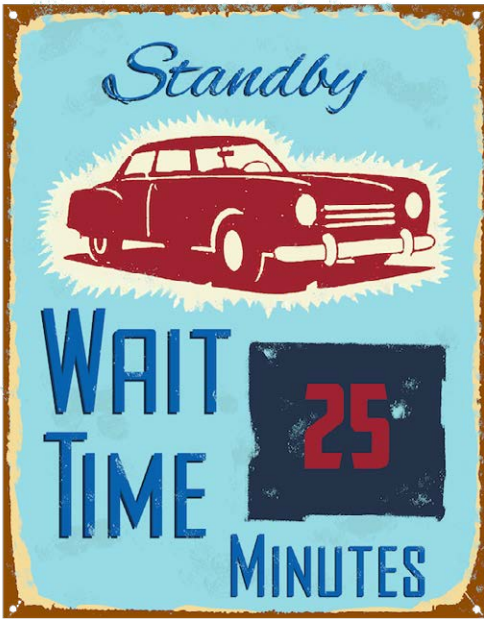
AGENT UNDERCOVER

Do you have what it takes to be an Agent Undercover?

INDIVIDUAL PROJECT CONCEPT FOR A THEMED ATTRACTION AT
DISNEY CALIFORNIA ADVENTURE



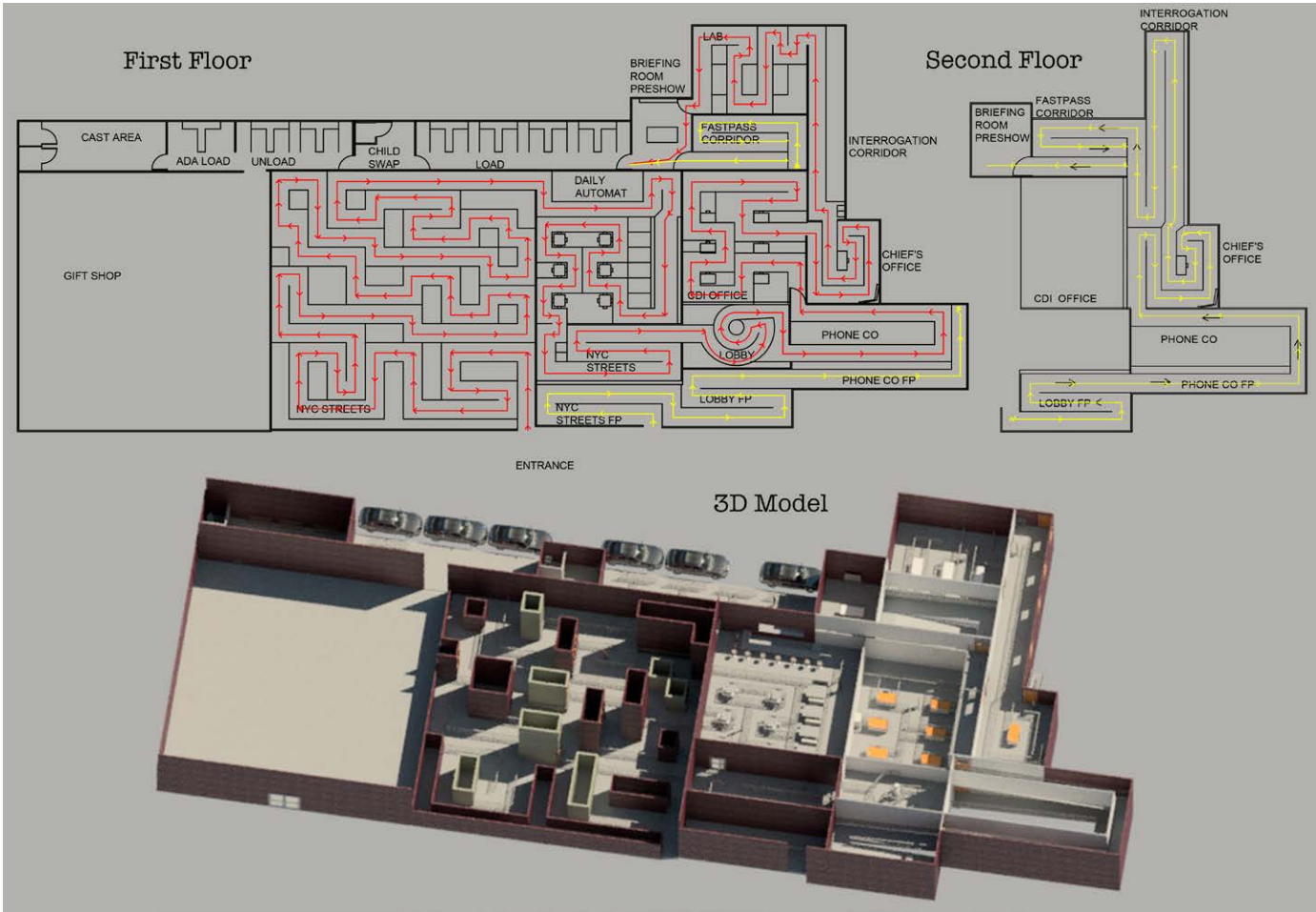
Load Area



Ride Signage



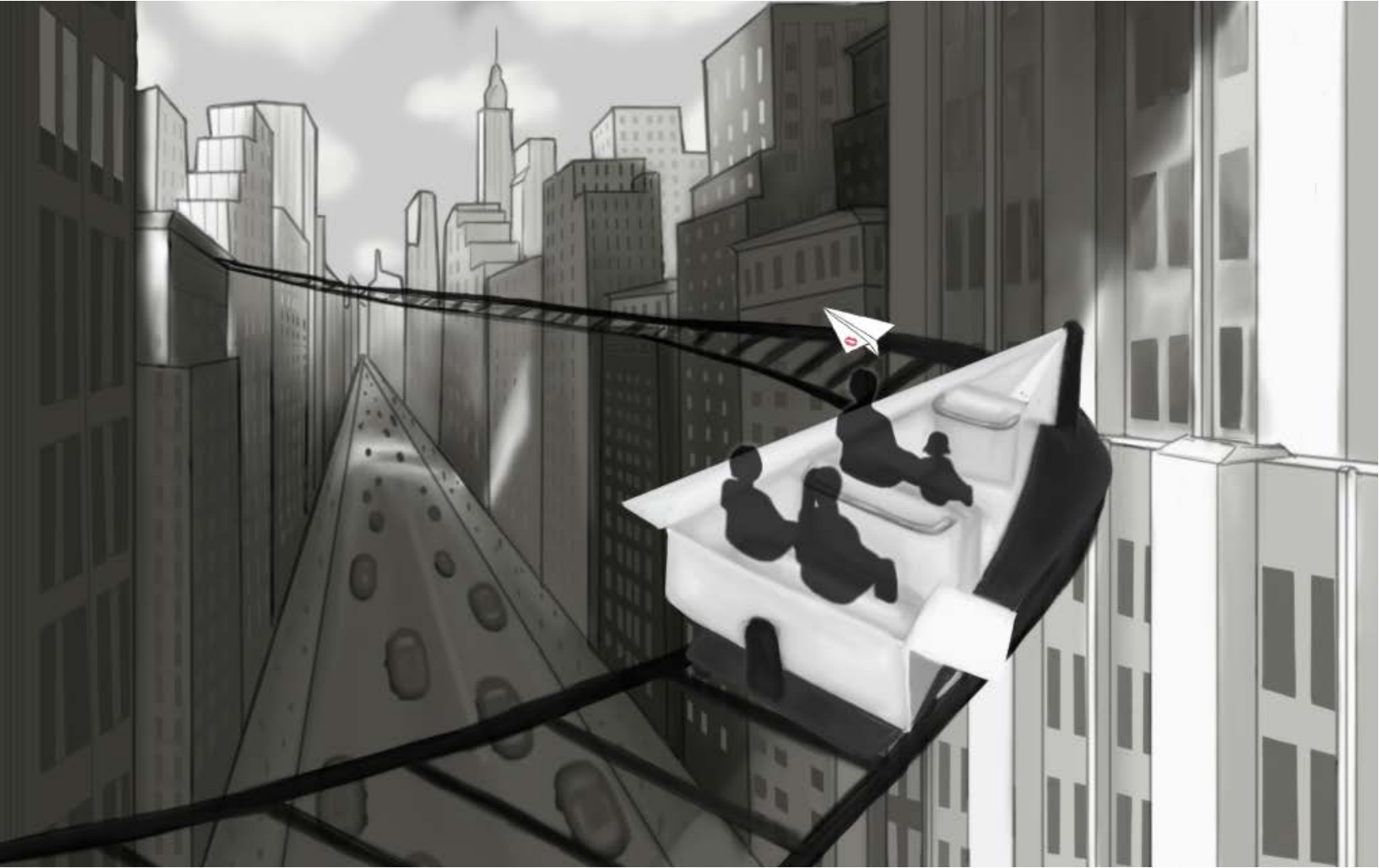
Unlock AR content, decrypt and save clues, solve puzzles, and gain access to bonus content in the queue and ride with the Agent Undercover section of the park app.



Queue Layout, AutoCAD; 3D Model, Revit

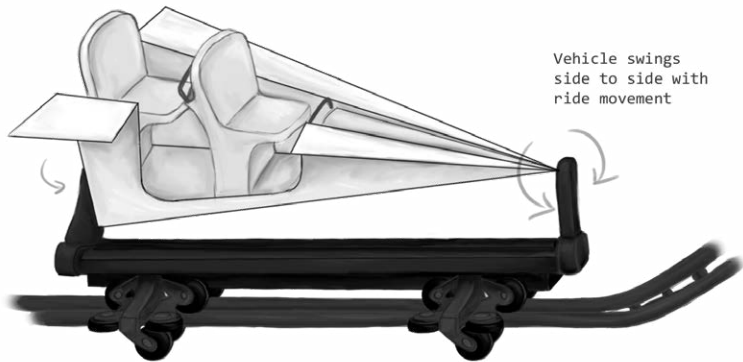
PAPERMAN'S FLIGHT

INDIVIDUAL PROJECT CONCEPT FOR A THEMED ATTRACTION AT WALT DISNEY STUDIOS, PARIS



Ride Concept

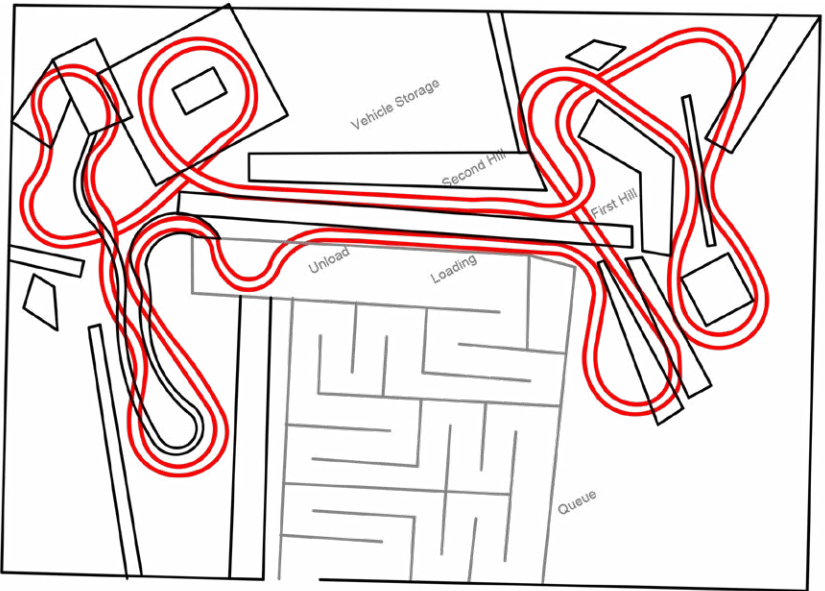
Weave your way through the 1940s New York City skyline, flying atop a paper airplane in pursuit of an elusive chance at love!



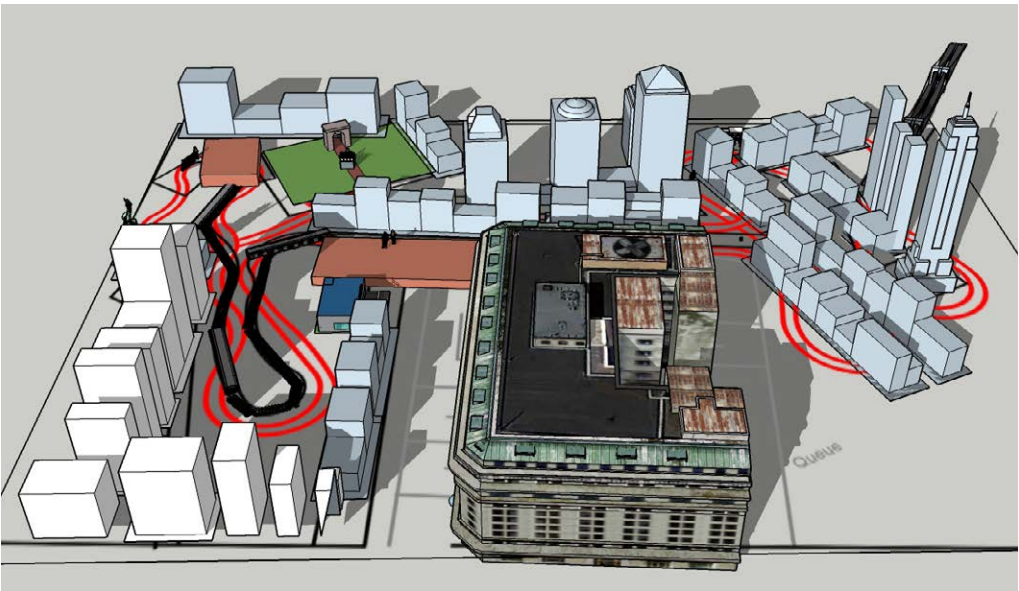
Vehicle swings side to side with ride movement



Entrance Gate



Ride Groundplan, AutoCAD



Ride Model, SketchUp

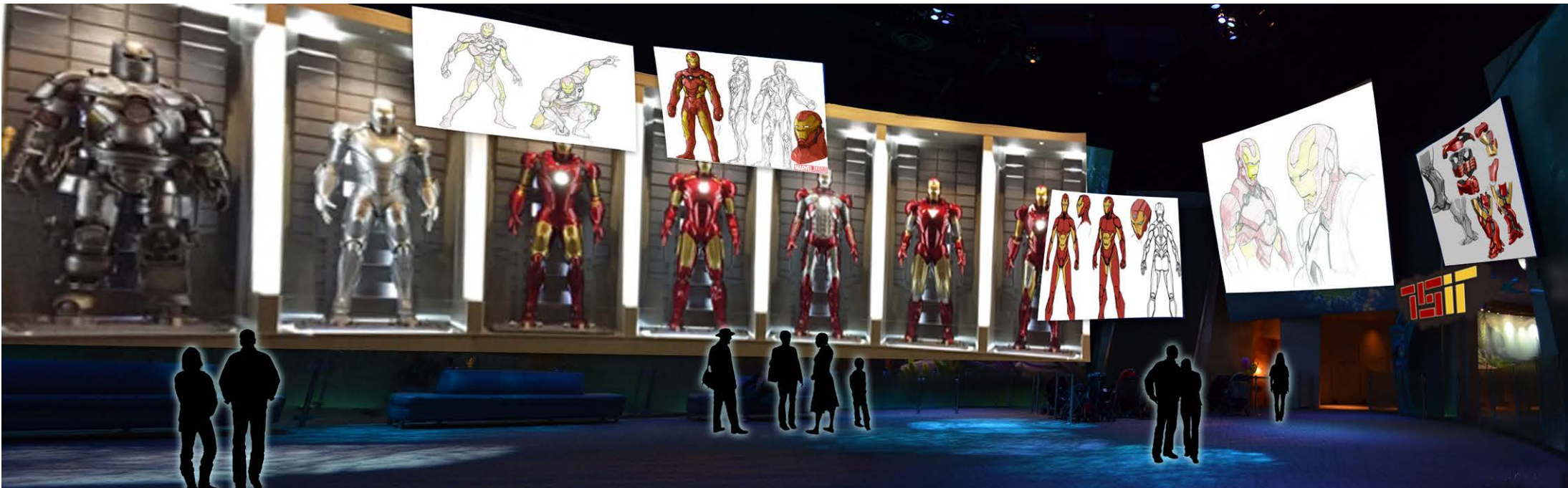


Cast Costume Designs

TONY STARK INSTITUTE OF TECHNOLOGY

INDIVIDUAL PROJECT CONCEPT FOR A THEMED SHOW AT DISNEY CALIFORNIA ADVENTURE

Learn the basics of computer coding using the drag and drop programming language, Snap! in this interactive class.

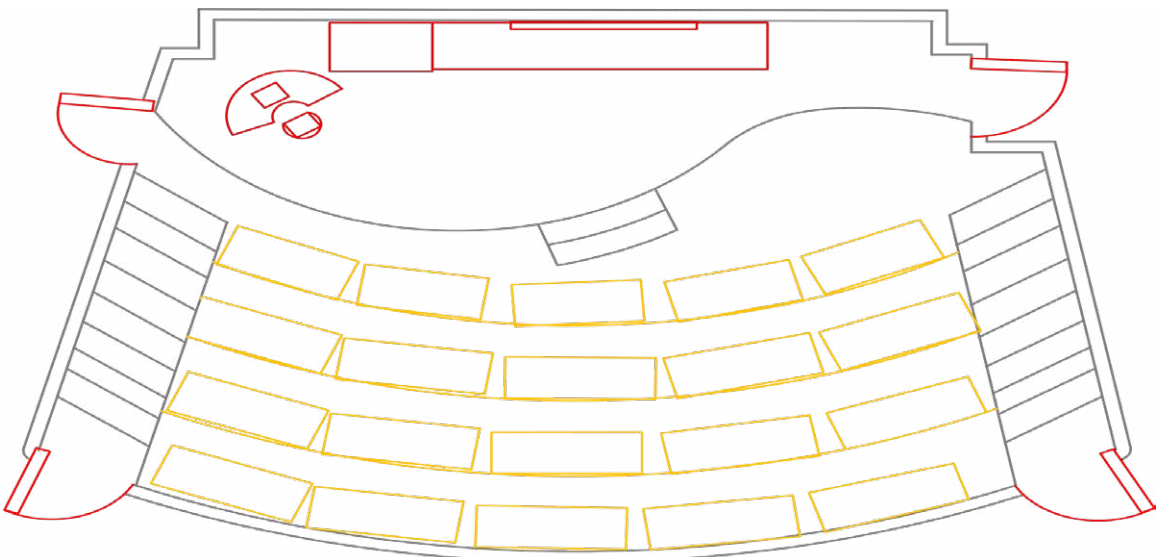


Animation Building Lobby with added Iron Man Sequence

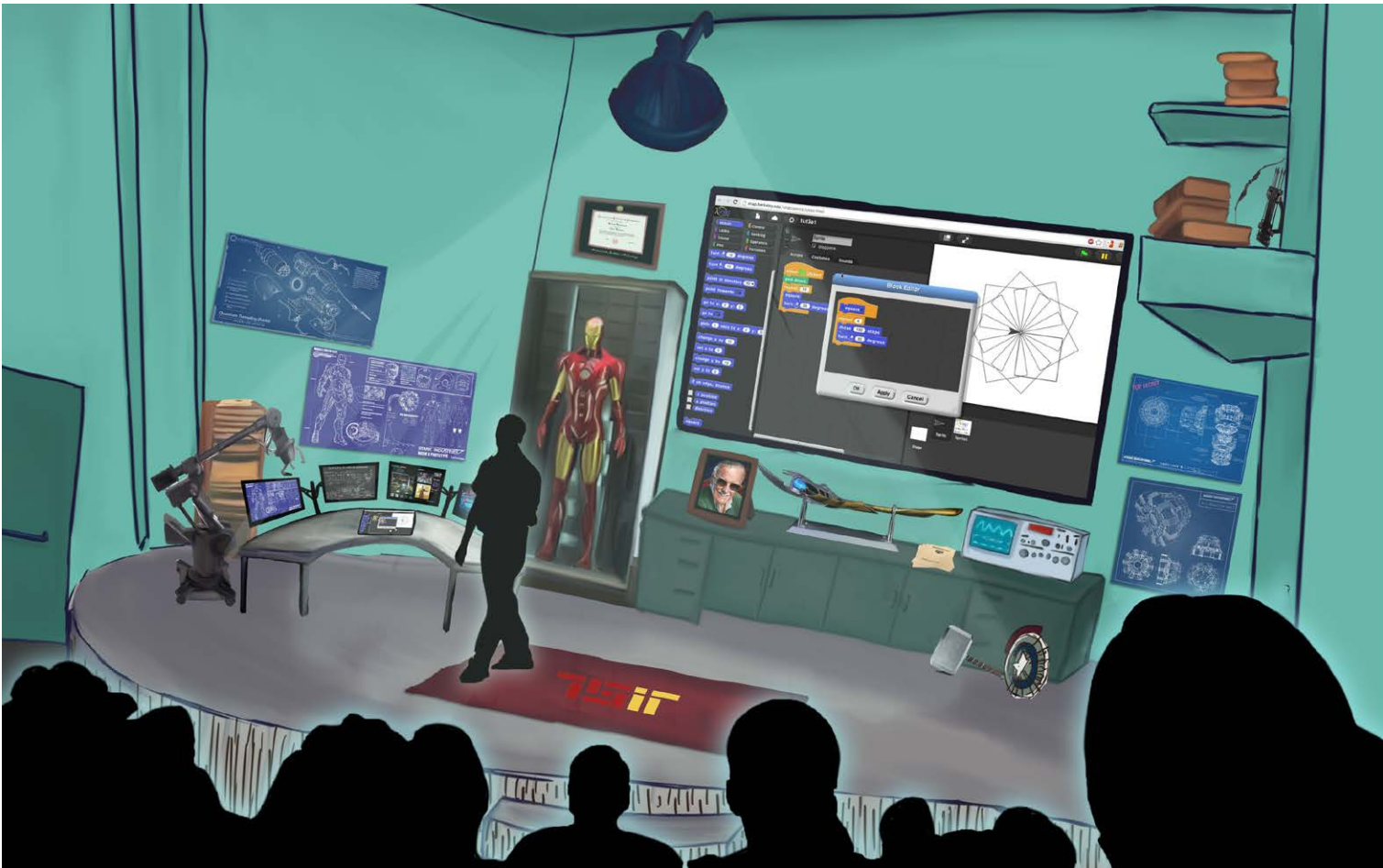


Tablet User Interface for Snap! Program

Attending a TSIT class is a great way to engage guests of all ages and encourage a love of learning and STEM in a fun and exciting way!



Theater Floor Plan, AutoCAD



TSIT Set Design

MR. DARCY'S STUDY

INDIVIDUAL PROJECT DESIGN FOR
AN IMMERSIVE SET



Day View

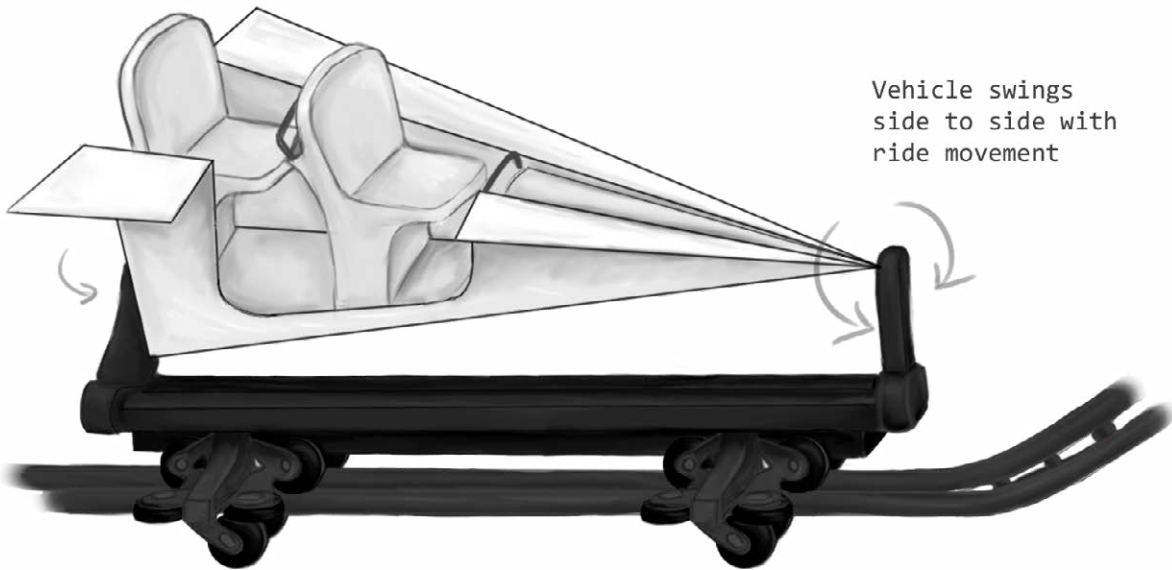
Regency era gentleman's study for the book-loving Mr. Darcy of Jane Austen's *Pride and Prejudice* created in SketchUp and rendered in V-Ray.



Night View

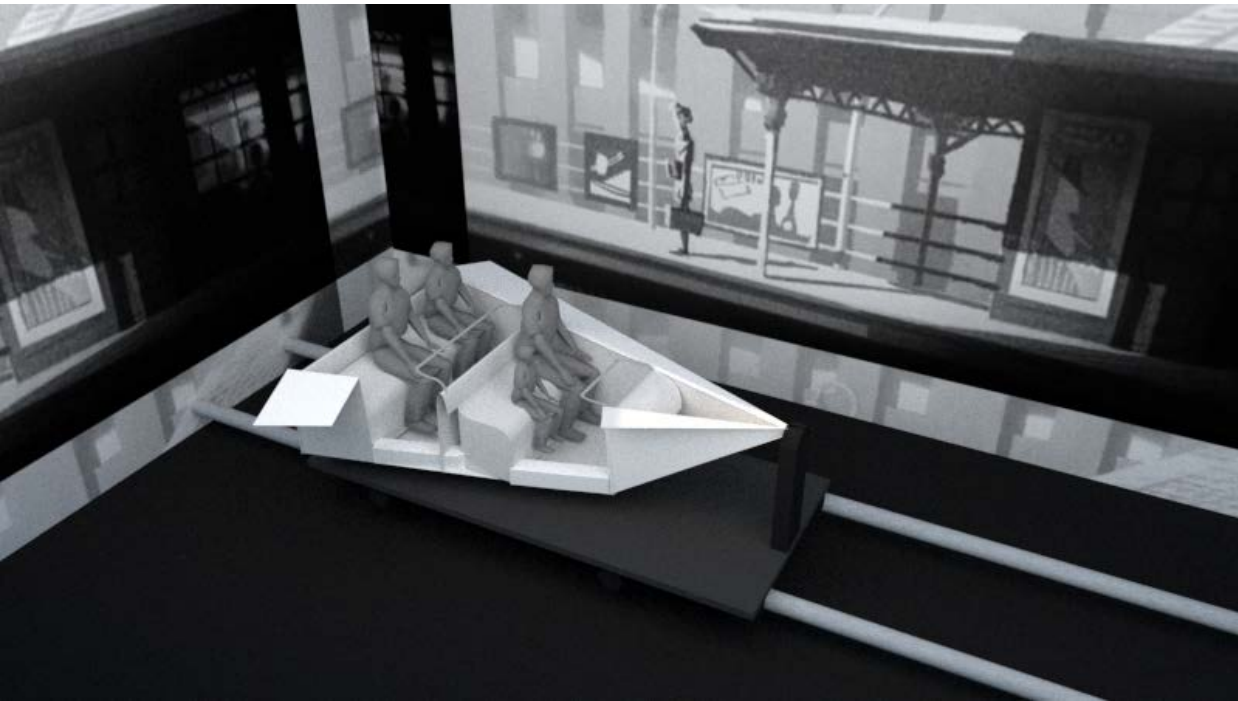
RIDE VEHICLES

PHOTOSHOP AND SKETCHUP RENDERINGS OF VEHICLES FOR VARIOUS PROJECTS



PAPERMAN’S FLIGHT

Ride vehicles are paper airplanes suspended by an axel, allowing them to swing slightly, giving guests the soaring sensation of flight. Vehicles feature in-seat speakers and wind effects to enhance the ride experience.



AGENT UNDERCOVER

One of Lawrence Bell’s many 1940s luxury cars, each vehicle is a different type of car with a unique license plate, giving guests a different experience every ride. The six seater vehicle is an Enhanced Motion Vehicle (EMV) on a racing track and has on board speakers with binaural capabilities to better immerse guests into the mission.

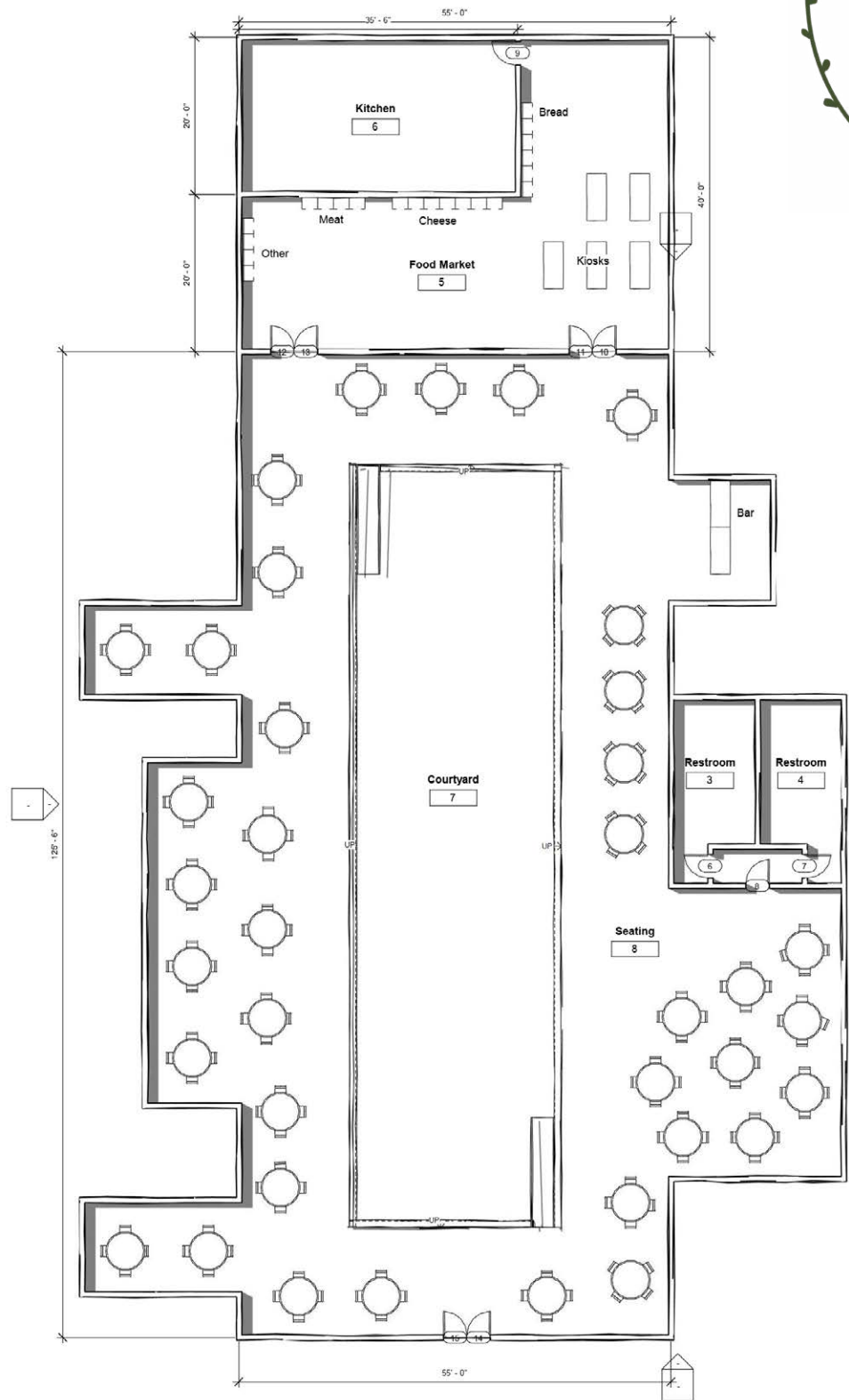


JOURNEY TO TREASURE PLANET

Ride vehicles are redesigned with a steampunk aesthetic featuring subtle film iconography. Each ride vehicle seats four guests with individual pull down safety restraints and guests load on from a moving belt.

LA PALETTE DE FROMAGE

PAIR PROJECT CONCEPT FOR A THEMED QUICK SERVICE RESTAURANT



Floor plan of restaurant and courtyard area, Revit



Logo, Photoshop

Guests pick up their RFID embedded boards at a payment kiosk then choose the individual elements that comprise their boards to ensure each guest has their perfect picnic plate.

- Accessibility Considerations:
- All areas are ADA accessible
 - Varied heights of kiosks and food cubbies for wheelchairs
 - Distinct visual styling for nonverbal communication for hearing impaired guests and language barriers
 - Courtyard seating alcoves provide respites for sensory sensitivities



Kiosk order UI, Photoshop



Sample Souvenir Board, Laser Cut



Sample Board

PEDIATRIC ONCOLOGY CLINIC

INDIVIDUAL ARCHITECTURAL AND INTERIOR DESIGN PROJECT
IN REVIT



Playroom



Teen Lounge



Clinic Cafe



Three story pediatric oncology clinic featuring six patient rooms, four imaging suites, pathology lab, cafe, play area, family lounge with kitchen and private room, study room, teen lounge, and outdoor entertainment.



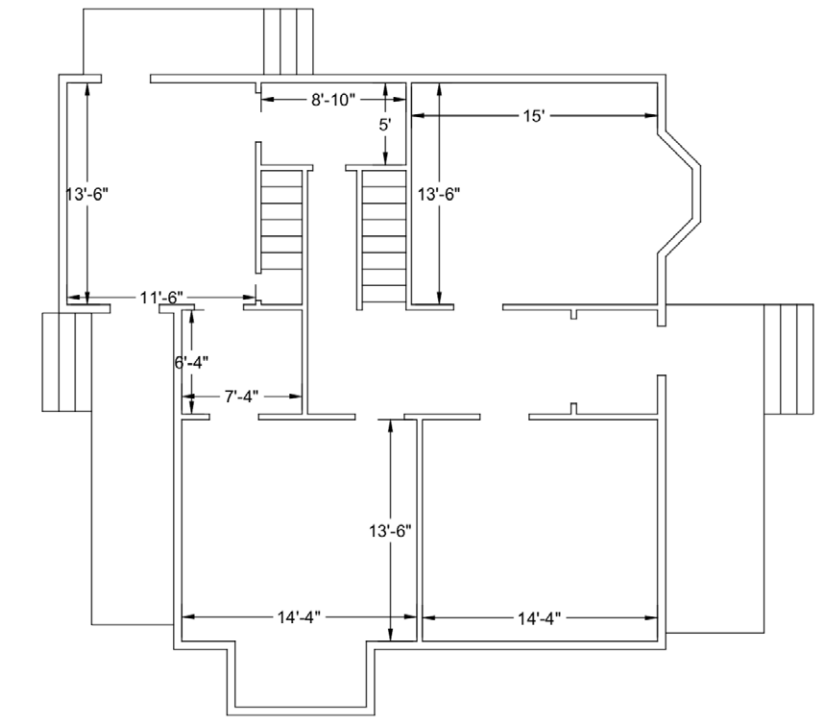
Patient Room



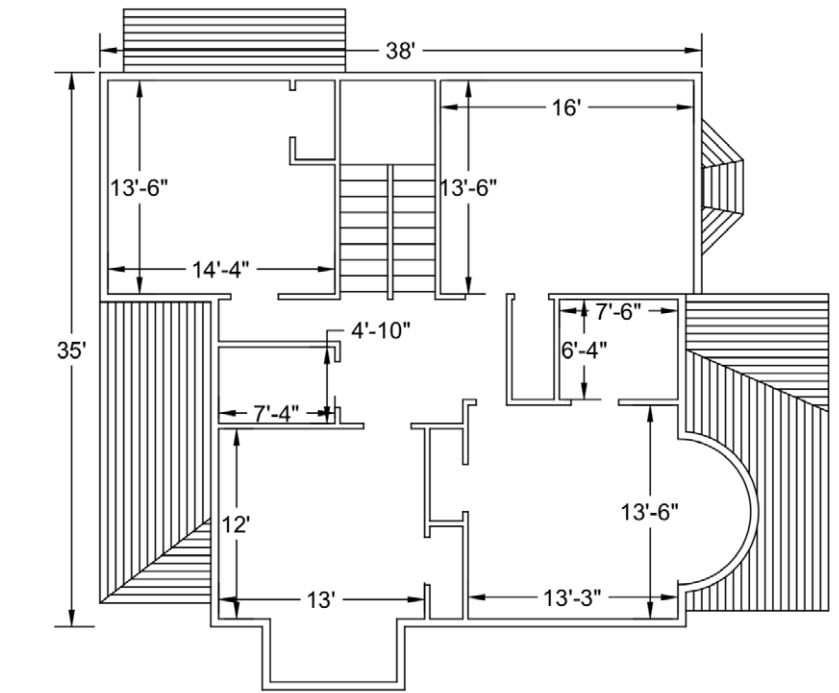
Clinic Front

VICTORIAN HOUSE DESIGN

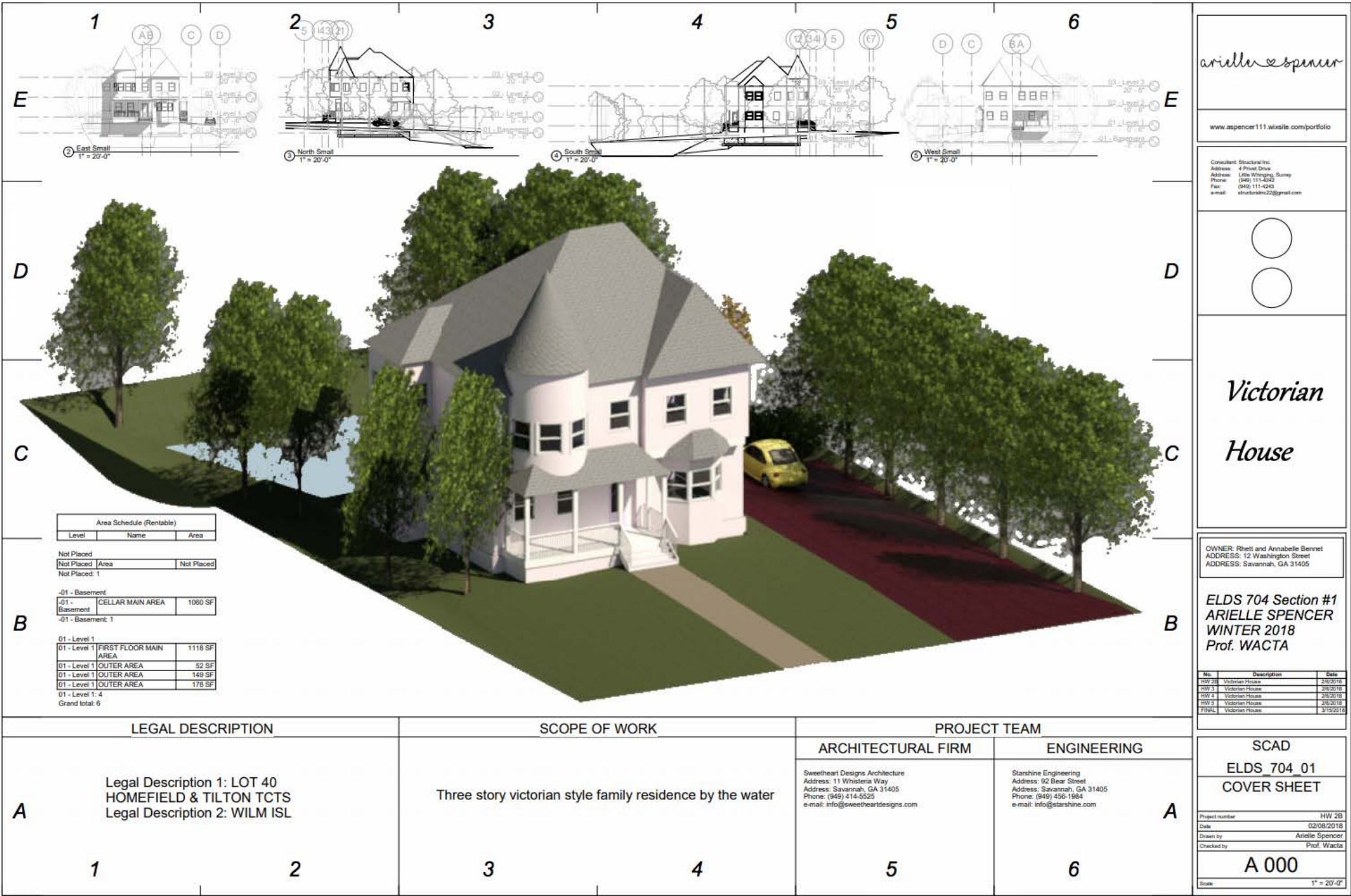
INDIVIDUAL ARCHITECTURAL PROJECT IN REVIT



First Floor



Second Floor

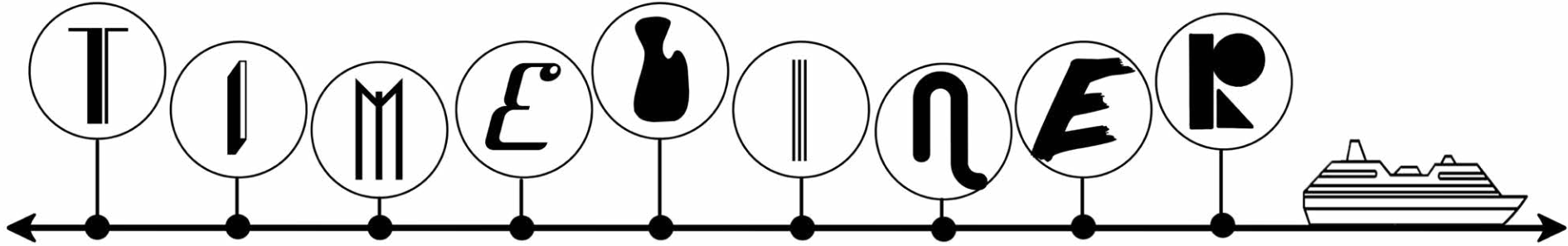


A single family victorian style home with a backyard pond featuring a turret, bay windows, and three covered porches.

The Timeliner is a voyage through the exciting nightlife across the decades. Come aboard by time machine to experience an exciting party filled with fashion, music, dancing, and fun!

Whether you enjoy the art deco 1920s speakeasy, the intimate 1930s jazz club, the upbeat 1950s sockhop, the rock scene of the 1960s British Invasion, the hedonistic freedom of the 1970s Studio 54, the day glo of the 1980s all night party, or the totally rad 1990s rave, there is something for everyone to enjoy!

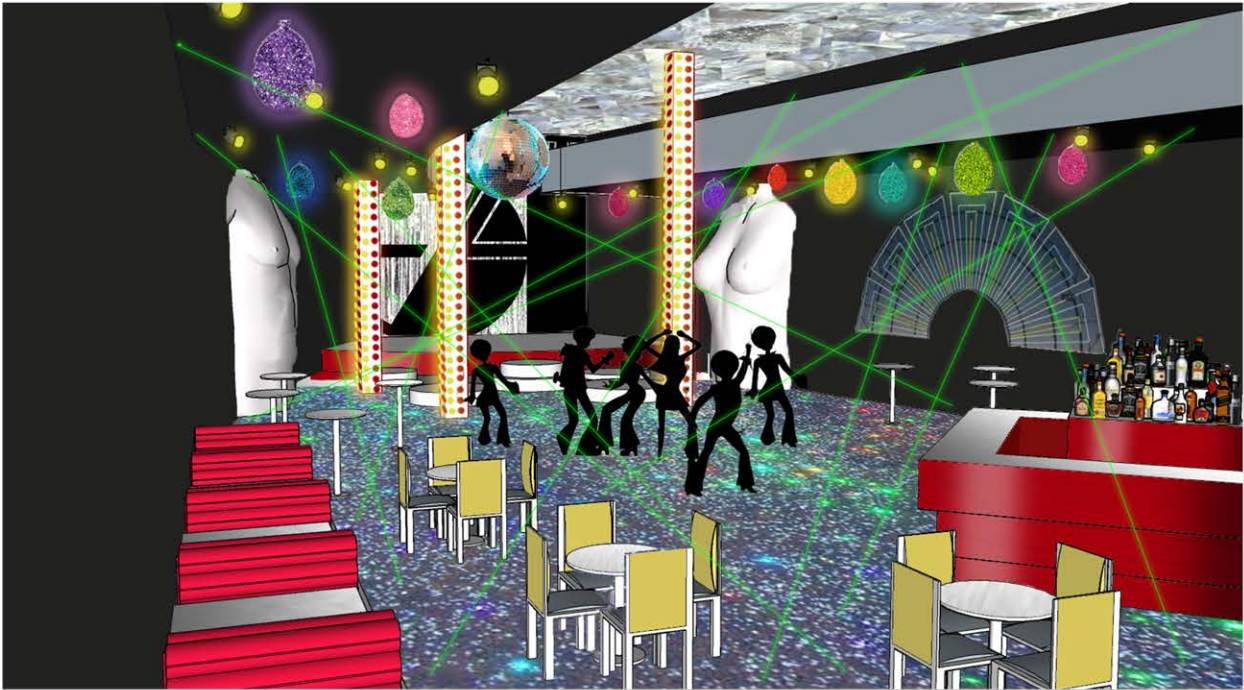
Dress to impress for your favorite decade, come aboard, and let time take you on an unforgettable adventure!



Dance through the decades in style aboard the Timeliner!



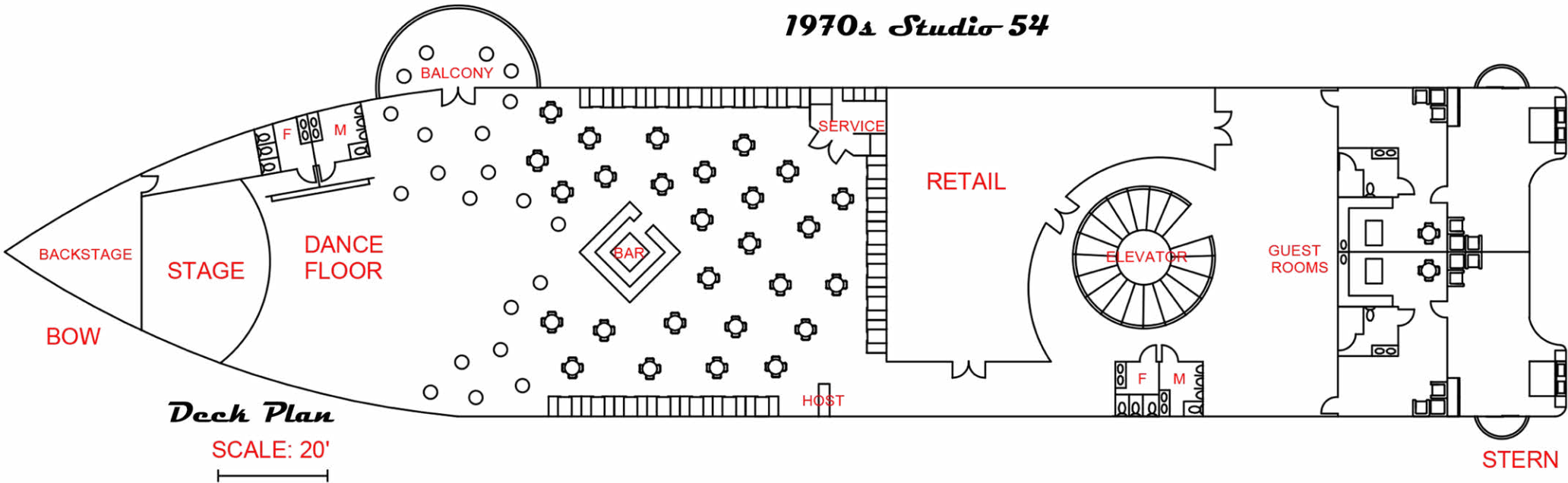
Level 3
1950s Sockhop



Level 5
1970s Studio 54

Ship Program:

- Dance Space – 3,600 sqft
- Live music stage – 813 sqft
- Backstage – 225 sqft
- Balcony – 350 sqft
- Interior Balcony, level 5 – 1,650 sqft
- Bar – 170 sqft
- Restaurant – 3,430 sqft
- Retail – 1,950 sqft
- Guest Rooms – 2,100 sqft
 - 2 per time period – 1,050 sqft each
- Glass Elevator and Stairs – 530 sqft
- Transport hub (ship to shore) – 1,500 sqft





Telenor

A TALE OF TWO QUEENS

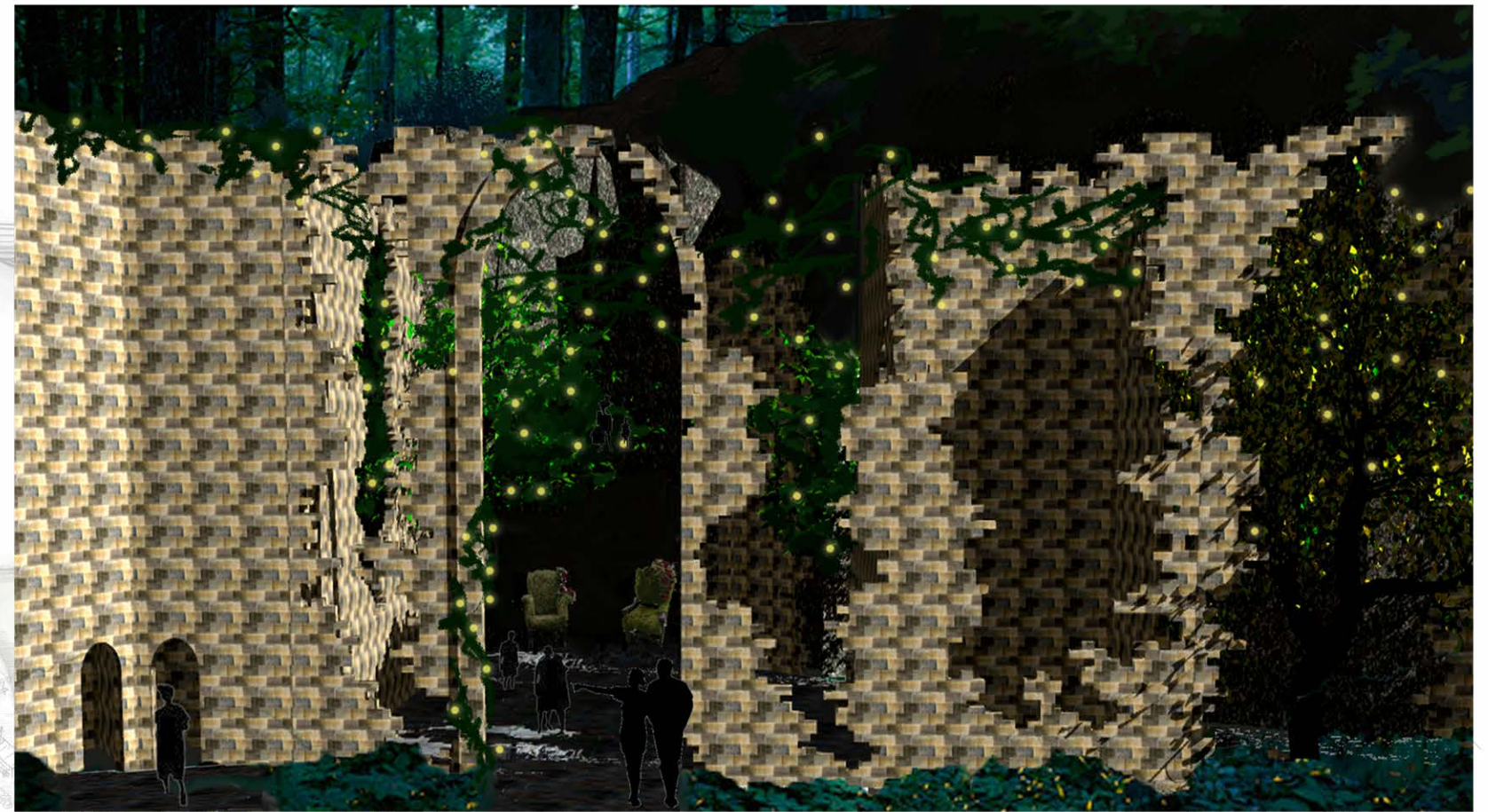
Valena Grove

Explore the mystical realm of Queen Valena and the faerie folk. Set on the eastern grounds of Telenor Ruins, Valena Grove is a magical forest grove featuring beautiful nature paths, caves, and faerie homes with an enchanting atmosphere.

Valena, the Queen of the Faeries, has transformed the eastern ruins of the castle into a serene, forested home for her kinfolk. While largely filled with enchanting flora and fauna, the faeries still make use of the remains of human architecture, shaping it into their own creations and living spaces. Since the time of King Ladrin, the faeries have formed a treaty with the humans and now welcome them into their realm with open arms. The mystical folk that live here have taken a curiosity in humans and are eager to study their ways as well as teach them some of their own. However, enchantments and powerful magic live within these woods. Those who tread the forest grounds should do so cautiously and respectfully.

Valena Grove Program

Court of Valena - 3,304 sqft
Faerie Crafts - 300 sqft
Valena Grove Village Paths - 2,332 sqft
Norab Erzähler's Story Nook - 2,173 sqft
Gorthlight Caverns - 24,807 sqft
Crunchy The Gnome's Confectionery Cart - 857 sqft
Tiara Shop - 380 sqft



Court of Valena

Experience the royal realm of Valena, complete with an encounter with the Faerie Queen herself and a faerie wing arts and crafts experience.



NEOPETS PALOOZA

INDIVIDUAL PROJECT CONCEPT FOR A THEMED
INTERACTIVE RIDE FOR A PARK

*Celebrate Neopets Palooza, the biggest holiday in Neopia, with
a grand game tournament!*



Choose a Neopet avatar and compete for Neopoints!

*Hasee Bounce, Meerca Chase, Ultimate Bullseye,
Faerie Bubbles, and more!*

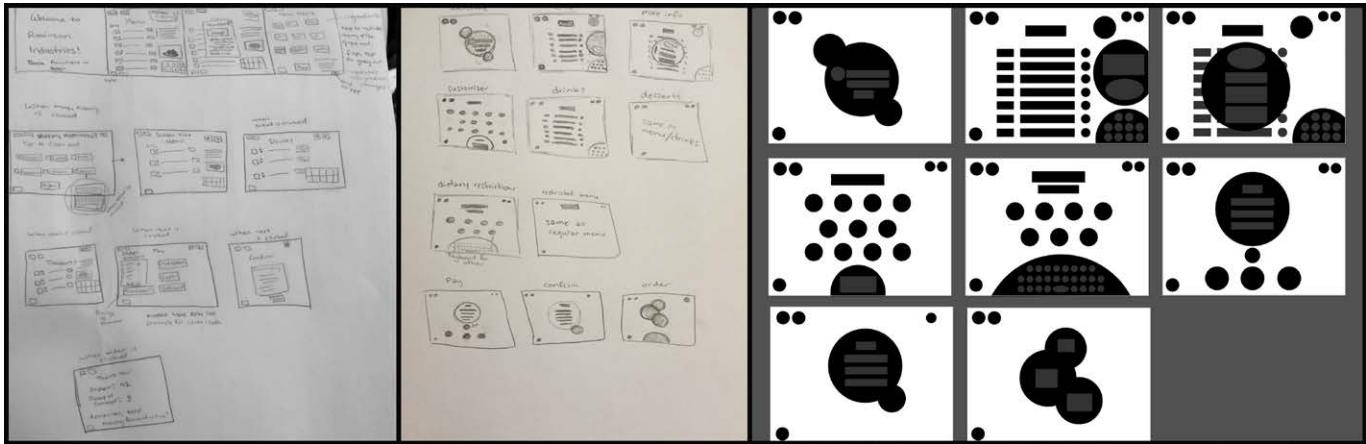
*Interactive 4D competition attraction composed of
a series of simple individual games grouped by
Neopia lands*

ROBINSON INDUSTRIES CAFE

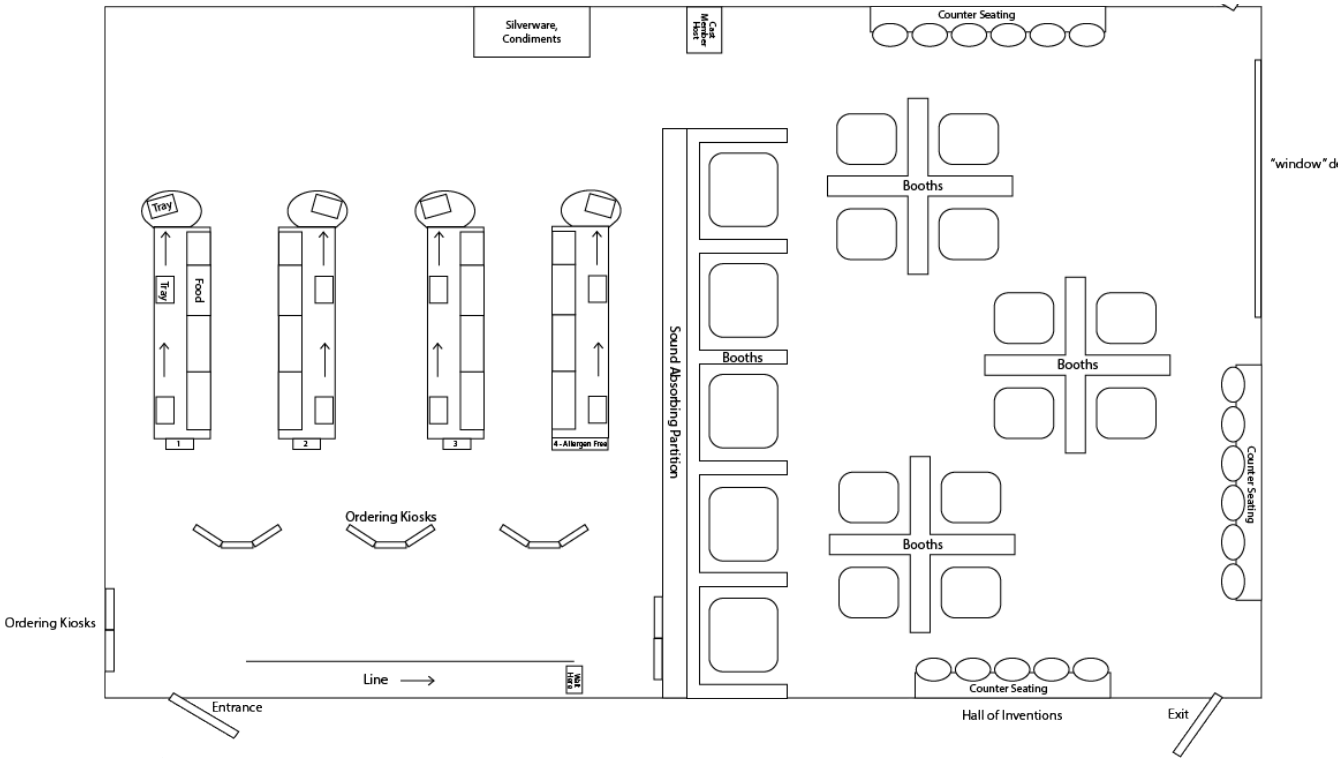
INDIVIDUAL PROJECT CONCEPT FOR A THEMED RESTAURANT AT DISNEYLAND RESORT

A highly customizable automated dining experience gives guests food they know they can eat while minimizing the waiting period.

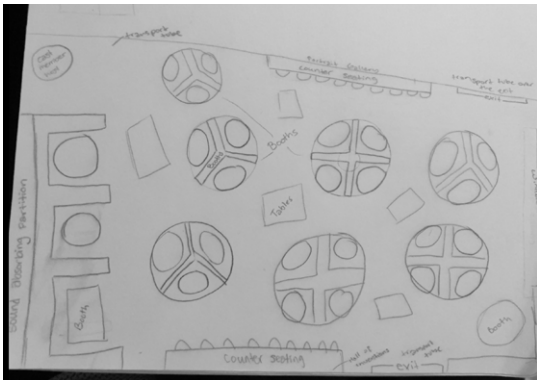
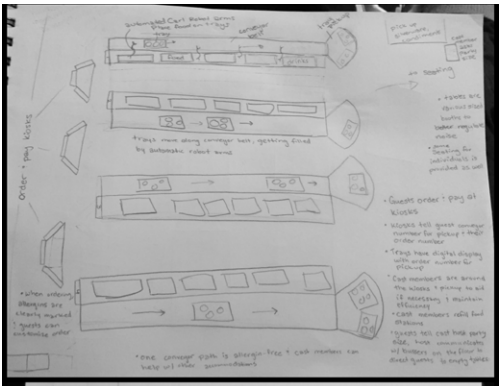
Designed to address common issues in theme park restaurants including efficiency, food allergies and restrictions, seating, and more.



Ordering Kiosk User Interface



Cafe Floor Plan, Illustrator



After initially retheming an existing theme park restaurant, I conducted an in-depth survey of people's experiences and issues with theme park dining and used the most common problems to guide a complete redesign.



Promotional Button Designs

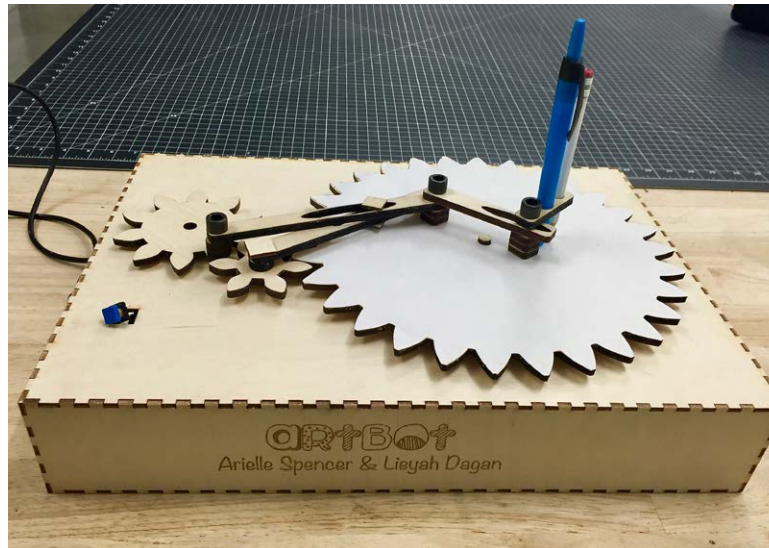
ROBOTS

MOTORIZED ROBOTS CONTROLLED BY AN ARDUINO UNO FOR A PROTOTYPING AND FABRICATION CLASS AT UC BERKELEY.



CALLIE ROBOT

A Bluetooth robot, controlled via an iPhone app. Tracks, wheels, and chassis are 3D printed, wooden body is laser cut and stained. Uses two DC motors controlled by an Adafruit Feather coded in Arduino. Callie can move forward and reverse, turn 360 degrees in both directions, and go up inclines.



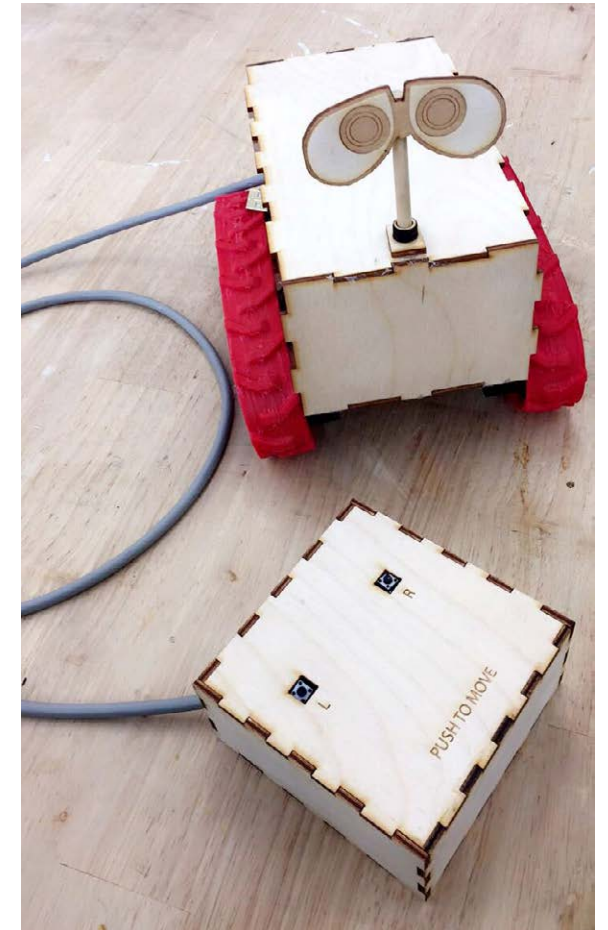
ARTBOT DRAWING MACHINE

A motorized drawing machine. The large canvas rotates from the motorized gears which allows the large arm free movement around the canvas. The arm can hold two different sized drawing implements. Wooden pieces are laser cut. Uses a continuous servo controlled by a toggle switch.



LUNAR WHEEL

Motorized lunar wheel. The wheel turns forward and back using a continuous servo, exposing the phases of the moon with descriptions. All pieces are laser cut, moon phase pictures and constellation images are hand painted.

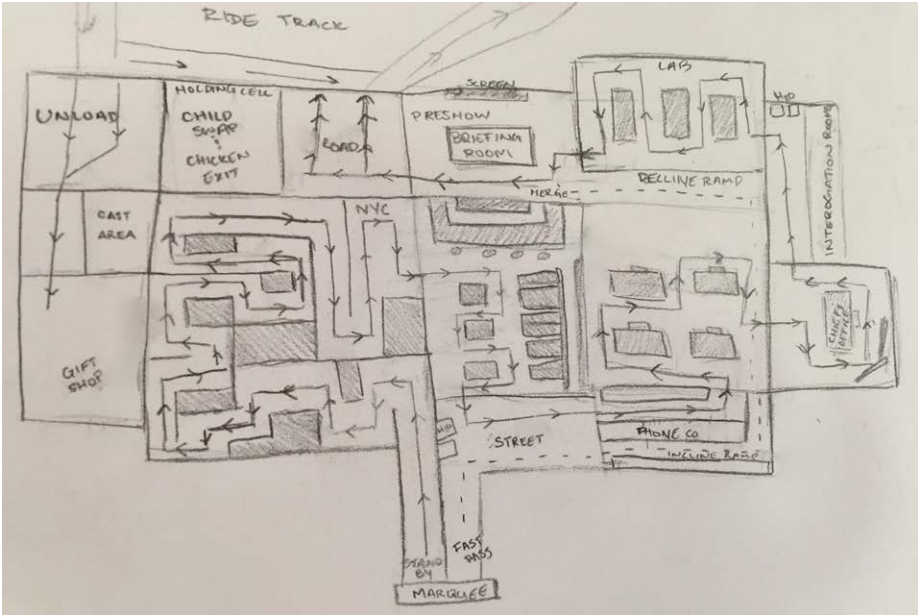


WALL-E ROBOT PROTOTYPE

A working prototype of a Wall-E inspired tread robot with wired remote. Treads are 3D printed with flexible material, wheels are 3D printed from PLA and controlled by two DC motors, wooden body and remote are laser cut. Remote controlled bot moves forward and reverse and can turn either direction.

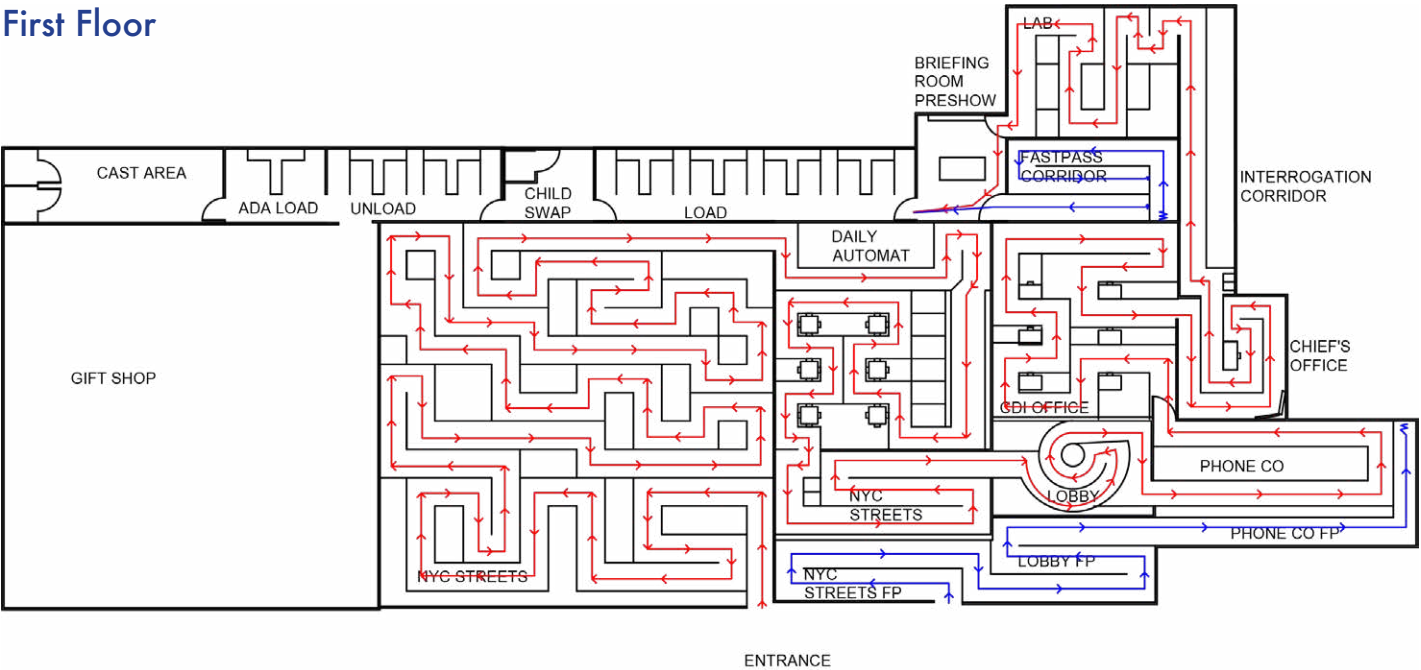
PROJECT DEVELOPMENT PROCESS

SAMPLE PROCESS DEVELOPMENT FOR AGENT UNDERCOVER PROJECT



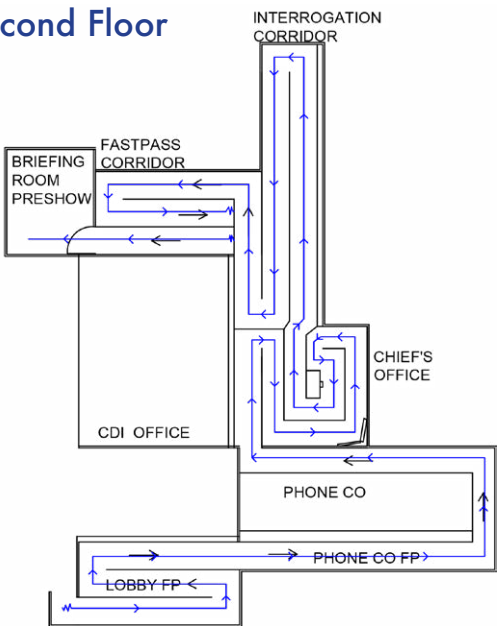
Initial queue layout sketch

First Floor



AutoCAD queue layout

Second Floor



Initial costume sketches



Final costume renderings



Logo references & sketches, Covert Defence Initiative



Final logo design, Illustrator & Procreate

RESUME

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

June 2019
Master of Fine Arts, Themed Entertainment Design

Courses Include:
Set Decoration & Props
Concept Design Studio
Queue Line Design
Draping as Costume Design
Digital Visualization

Themed Entertainment Industry
Idea Visualization
Industrial Design Methods
Electronic Design

UNIVERSITY OF CALIFORNIA, BERKELEY

2017
Bachelor of Arts, Cognitive Science
Human Centered Design Certificate

Courses Include:
Design Methodology
Prototyping & Fabrication
Interface Aesthetics
Immersive Experience Design

Human Happiness
Psychology
Computer Programming

SKILLS

REVIT, AUTOCAD
SKETCHUP
ADOBE CREATIVE SUITE
ADOBE CERTIFIED SPECIALIST,
VISUAL DESIGN
ADOBE CERTIFIED ASSOCIATE:
- PHOTOSHOP, ILLUSTRATOR,
INDESIGN, PREMIER PRO
MICROSOFT OFFICE
GOOGLE APPLICATIONS
COSTUMING

LANGUAGES

FRENCH
AMERICAN SIGN LANGUAGE

PROGRAMMING LANGUAGES

PYTHON
JAVA
ARDUINO
HTML/CSS

EXPERIENCE

PROJECT DESIGNER

Second Star Group LLC | 2018 - present

Projects include family entertainment centers, restaurants, entertainment destinations, and water park resorts

- Master planning
- Modeling
- Conceptual design
- Theming

“HAMILTON MILESTONES” BRANDED CONTENT, COSTUMER SCAD Collaborative Learning Center (CLC) | 2018

Branded content piece collaboration between Hamilton Watch Company and the SCAD CLC

- Managed wardrobe

SCAD DESTINATION IMAGINATION, PROPS DEPARTMENT LEAD Savannah College of Art and Design | 2018

Space themed immersive virtual reality experience

- Designed props and set pieces
- Coordinated props team
- Managed deadlines

MARKETING TEAM LEAD, CAL CENTRAL OFFICE HOURS PROJECT University of California, Berkeley | 2017

Student-run campus engagement project to help navigate the new student central system

- Initial project development
- Developed marketing plans
- Logo and flyer design
- Organized weekly office hours

STUDENT ANALYST, STUDENT INFORMATION SYSTEMS (SIS) PROJECT University of California, Berkeley | 2016 - 2017

SIS Project created and implemented new centralized campus-wide student planning application

- Charted plans of study for all 122 undergraduate majors at UC Berkeley
- Compiled requirements
- Managed data
- Created training materials

DESIGNER, OWNER

Ella’s Sweetheart Signs, Etsy | 2016 - present

Custom-designed laser cut signs and keychains.

- Creative design
- Sales
- Management
- Production

CAKE DESIGNER, OWNER

Sweetheart Cakes & Treats | 2009 - present

Custom-designed cakes and baked goods for special events.

- Creative design
- Sales
- Management
- Production



ABOUT ME

ariella ♥ spencer

I bring a unique perspective to Themed Entertainment Design by utilizing my background in Psychology, research, and Human Centered Design to create unforgettable guest experiences that meet the needs of both guests and parks. I utilize innovative leadership styles that emphasize quick iteration with open and constant communication to maximize creative project outcomes. My love of story and detail shapes my focus on designing environments, helping me create highly immersive and detailed guest experiences.

FULL PORTFOLIO
WEBSITE

