

## GEORGE PRICE

2070 SAINT GEORGE AVENUE  
WINTER PARK, FLORIDA 32789  
TELEPHONE 917-567-4985  
george.price@mindspring.com

## RESUME

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# INTRODUCTION

## PROFILE

Senior Level Professional experienced in Concept Development, Schematic Design and Design Development, Art Direction, Creative Visualization, Story Boarding and Presentation Rendering, as well as Team Management and Consultant Coordination. Proactive, results-oriented Problem Solver possessing a strong work ethic, Works well in both a team environment and independently with an eye towards seamless integration with a team to meet project goals. Open to travel.

## AREAS OF EXPERTISE

Concept Design; Schematic Design; Creative Visualization; Story Development; Story Boarding; Freehand Sketching; Traditional and Computer Aided Rendering

## SPECIAL SKILLS

Hand Illustration including Sketching, Rendering and Technical Drawing; Proficiency in Photoshop and In Design

Thank you for allowing me to introduce myself. I am a multifaceted Designer with over 25 years of experience in the creative field. In that time, I have acquired the skills and knowledge required to move successfully between Architecture, Urban Planning, Attraction, Product and Exhibit Design, and Branding.

My experience as an illustrator has given me the ability to visually communicate ideas both quickly and accurately. My background in architecture has given me a sensitivity to developing a tangible, buildable product. And my experience as a conceptual design specialist has freed my imagination to explore new solutions to old problems.

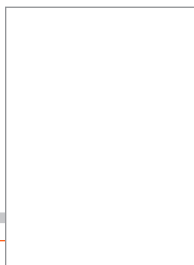
I have a passion for history, the arts, illustration, and travel as well as a solid, general knowledge of history and period styles in architecture, decorative arts and music.

I welcome opportunities that will utilize my strong conceptual and visualization skills, broad professional experience, and dedication to excellence. Enclosed are my resume and a selected portfolio for your consideration. I look forward to the opportunity of speaking with you further.

Sincerely,

George Price

EXPERIENTIAL DESIGN  
CONCEPTUAL DESIGN  
DESIGN DEVELOPMENT  
IMAGING AND RENDERING



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# PROFESSIONAL EXPERIENCE

## DESIGN CONSULTANT

Winter Park, FL USA  
Shanghai, CN  
New York, NY USA  
June 2009-Present

DESIGNER, ILLUSTRATOR, WRITER: Architectural and Interiors Concept Development including full Presentation Packages; Themed Attraction Concept Development including Narrative Development and Show Design; Furniture, Fixture, and Product Design; Exhibit Design; Envisioning, and Presentation Illustration.

## MR ARCHITECTURE + DECOR

New York, NY USA  
October 2011-May 2015

SENIOR DESIGNER, ILLUSTRATOR: Responsibilities included: Furniture, Fixture and Visual Merchandising Design; Concept Design, Design Development, and Envisioning; and Presentation Illustration for Luxury Retail and Residential Projects.

## ROCKWELLGROUP

New York, NY USA  
January 2005-June 2009

SENIOR DESIGNER: Moved seamlessly between architectural and branding studios. Responsibilities included: Concept Design, Design Development, Envisioning, and Presentation Rendering for Hospitality, Spa and Casino projects; Exhibit and Events Envisioning, Concept Design and Design Development; Specialty Furniture and Feature Element design.

## MILLER, SELLEN, CONNER & WALSH

Orlando, FL USA  
October 2002-December 2004

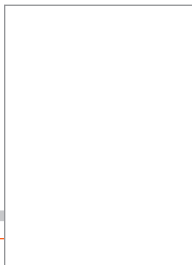
SENIOR COMMUNITY PLANNER /CREATIVE RESOURCE STUDIO MANAGER: Reported directly to VP of the design studio; worked with engineers with an eye towards Visitor Experience. Responsibilities included: Narrative Development and Image-Reference Research; Architectural and Landscape design; Town-Center Image and Design Standards development; Managing inner-office Graphic Design Team responsible for creative and technical publications, "brand" development, marketing and project presentation.

## INTERNATIONAL DESIGN & ENTERTAINMENT ASSOCIATES

Orlando, FL USA  
October 2000-October 2002

DESIGN DIRECTOR: Worked directly with the President as Head of Design studio. Responsible for Concept Design, Story Development and Graphic Presentation, Client Presentation and Design Development and Art Direction of Concepts for: Themed Attractions; Retail and Restaurant Venues; Resorts; and Branding. Additional responsibilities included Architectural Documentation and Cataloging and Design Standards Development.

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continued, PROFESSIONAL EXPERIENCE

### SHOWQUEST STUDIOS

Vlodrop NL / Orlando, FL USA  
October 1999-October 2000

VICE PRESIDENT – DESIGN: Themed Attraction Studio of architectural, show, graphic, and merchandise designers for Dutch based ride manufacturer Vekoma. Responsibilities included: Concept Development and Presentation; Design Development; Installation Supervision and Art Direction. Worked with the Vice President of Production in determining Storyline and Themed Development. Focused on the European and American markets with projects in China, Korea and Japan.

### SHOOK DESIGN GROUP

New York, NY USA / Charlotte, NC USA  
February 1996-October 1999

SENIOR DESIGNER/ENVISIONER: Worked directly with principles on special projects in Hospitality, Retail and Museum design and Branding. Responsibilities included: Concept and Image Development; Specialty Props Acquisition, Coordination and installation Art Direction; Image and Character Development for town center developments; and Presentation Rendering.

### PARAMOUNT PARKS DESIGN & ENTERTAINMENT

Charlotte, NC USA  
May 1993-February 1996

SENIOR DESIGNER/SHOW DESIGNER: Senior designer with an emphasis on Architecture and Attraction Show Design utilizing Paramount Pictures and Viacom Television properties. Responsibilities included: Story Research and Development; Ride Show and Themed Area Development; Retail Conceptual Design; Site Graphics; Presentation Coordination to corporate heads at Paramount Pictures and Viacom television.

### DALTON MORAN ROBINSON

Charlotte, NC USA  
1992-1993

DESIGNER/MARKETING COORDINATOR: Responsibilities included: Concept Design Development and Site Design of Retail and Residential projects; Presentation Coordination and Client Relations; and Design, Production and Coordination of Marketing Materials.

### GOSHOW ASSOCIATES

New York, NY USA  
1990-1992

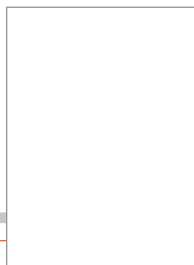
DESIGNER/PROJECT MANAGER: Responsibilities included: concept design through design development of municipal and residential projects; ADA compliance design, including site design, for landmark designated buildings; and presentations and presentation rendering.

## EDUCATION

BACHELOR OF ARTS: ARCHITECTURE  
BACHELOR OF ARTS: GERMANIC LANGUAGES

UNIVERSITY OF NORTH CAROLINA CHARLOTTE  
UNIVERSITY OF NORTH CAROLINA CHAPEL HILL

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# PROJECTS SELECT CLIENT LIST

## HOSPITALITY

COSMOPOLITAN HOTEL	LAS VEGAS, NV
HORIZON HOTEL	NEW YORK, NY
HOTEL CARLYLE	NEW YORK, NY
CAFE CARLYLE	NEW YORK, NY
ST. REGIS HOTEL	NEW YORK, NY
RITZ CARLTON HOTEL	BOCA RATON, FL
CANYON RANCH	MIAMI, FL
VIRGIN SPA	NEW YORK, NY
MARINA BAY SANDS CASINO	SINGAPORE
SENTOSA ISLAND CASINO	SINGAPORE
NOBU RESTAURANTS	HONOLULU, HI DUBAI, AI DALLAS, TX

## RESORT

ROYAL CARIBBEAN CRUISE LINES	HOBART BAY, AK
A VEHARA MAR	TULUM, MX
BOB MARLEY FREEDOM RESORT	NASSAU, BA

## RESIDENTIAL AND PLANNING

RELATED PROPERTIES	NEW YORK, NY
BLACK ROCK DEVELOPMENT	NEW YORK, NY
THE VILLAGES	SUMTER COUNTY, FL
CITY OF NORTH JACKSONVILLE	JACKSONVILLE, FL
VILLAGE OF BRIDGEWATER	ORANGE COUNTY, FL
AUBURN UNIVERSITY	AUBURN, AL
TOWN OF CORNELIUS	CORNELIUS, NC
BIRKDALE TOWN CENTER	CHARLOTTE, NC

## ATTRACTION AND MUSEUM

DISNEY FAMILY MUSEUM	SAN FRANCISCO, CA
PARAMOUNT PARKS	USA
SILVER DOLLAR CITY	USA
SIX FLAGS	USA
	MEXICO CITY, MX
	FLAVOLAND, NL
GARDALAND THEME PARK	VERONA, IT
ISLA MAGICA	BARCELONA, ES

## RETAIL

J MENDEL	NEW YORK, NY LONDON SEOUL
HOUSE OF LANVIN	NEW YORK, NY CHICAGO, IL BEIJING SHANGHAI HONG KONG SEOUL PARIS KAWAIT CITY BERUIT
SAM EDELMAN	NEW YORK, NY
TRINA TURK	BAL HARBOUR, FL
CK COLLECTIONS	
PHILIP LIM	BAL HARBOUR, FL
AURELIE BIEDEMANN	NEW YORK, NY
COACH	
HOME DEPOT	
LEXUS	
THE MILLS CORPORATION	
BALDUCCI'S MARKET	

## BRANDING

VILLAGE OF BRIDGEWATER FLORIDA
WILDERNESS ALASKA PORT OF CALL
PARAMOUNT PARKS
AUBURN UNIVERSITY
PFALTZGRAFF CHINA
COLQUITT/MILLER COUNTY ARTS COUNCIL

## HISTORIC PROPERTIES

CITY OF NORTH JACKSONVILLE	JACKSONVILLE, FL
AUBURN UNIVERSITY	AUBURN, AL
COLQUITT/MILLER COUNTY ARTS COUNCIL	COLQUITT, GA
TOTTENVILLE BRANCH LIBRARY	NEW YORK, NY
METROPOLITAN ARTS & ANTIQUES PAVILION	NEW YORK, NY
US POSTAL SERVICE	NEW YORK, NY
LAMB'S THEATRICAL CLUB	NEW YORK, NY

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