



George Berlin www.georgeberlincreative.com

Creative Director ♦ Immersive Experience Designer

I create music for your eyes. Award-winning creative director with 25+ years leading multidisciplinary teams of animators, composers, producers, artists, and fabricators in taking my concepts for immersive stories from development through execution and delivery across multiple formats, turning them into mind-blowing experiences for the world's greatest spaces.

Skills and Tools:

- ★ Transforming meaningful ideas into memorable stories that have staying power, from storyboarding, visualization, and music direction to motion graphics, 3D design and lighting.
- ★ Lifelong learner with a love of exploring new tools, techniques, and ways to create
- ★ Expert level in the Adobe Suite, After Effects and 3ds Max
- ★ Microsoft 365 and Figma for creative presentations and managing logistics

Notable Experiences:

- ★ **Coachella ♦ The world's largest music festival ♦ 2M views ♦ Visuals and XR that rock! ♦**
We created a Hologram video that arrived at EVERY ticketholder's home in their welcome package and :30 bumpers that kept the vibes rolling between acts on their livestream.
- ★ **Meow Wolf ♦ Multiverse in a 3D billboard ♦ Perfectly on brand from start to finish ♦**
The inimitable collective called on me to build an amazing world in my signature style that transported passers-by into their award-winning Denver immersive art experience.
- ★ **"Mountain Majesty" ♦ Permanent public art projection ♦ Directed a team of 10 ♦**
My projection mapping story elevated world-renowned artist El Mac's mural, dazzling with layers celebrating the city's love of nature. Lead a team through animation design and technical setup.
- ★ **iMapp Bucharest ♦ The world's largest projection mapping festival ♦ Lead a team of 12 ♦**
Lead the research and design of a story on the courage that drove humanity to the Moon, directing a team of 12 animators, sound designers, composers, and effects artists.
- ★ **"Spectrum" ♦ 16K video wall ♦ Directing a live orchestra, dancers and floral design ♦**
Two multi-sensory experiences conceived and executed with design for dance choreography and organic space design, along with coordinating a live orchestra performing a custom score.

- ★ **BLINK** ♦ **Largest U.S. light art and projection mapping experience** ♦ **Directed a team of 6** ♦
Led several animation teams in telling engaging immersive stories through high-impact visuals and custom directed music, keeping guests thrilled to come back over 3 festivals.
- ★ **“Home”** ♦ **80,000 revelers deeply moved in NSW** ♦ **Music direction driving the story** ♦
Warming hearts with a projection experience driven by the custom score setting the emotional arc of the story. Everything from concept to 3D design, lighting, and effects.
- ★ **Art on theMart** ♦ **The world’s largest digital video display** ♦ **Symphonic remix** ♦
Lighting up Chicago at 500 feet wide and 25 stories high, celebrating the fiery passion of Frida Kahlo’s art leading to her world-class exhibit.
- ★ **900 N Michigan** ♦ **20k screen** ♦ **Happy, high-end retail clientele** ♦
200-foot screens filled with whimsical, family-friendly visuals for their holiday festivities launch. Created the concept, visuals, and animation design protocol to handle large output.

Professional References

- ★ **Sean Mason**
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