



Kali Fuller

Creative Production Leader
Story, Guest Experience, Design Direction

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Check out my portfolio: [kalifuller.com](https://www.kalifuller.com)

PROFILE

Creative leader with experience guiding themed entertainment projects from concept through delivery. Passionate about bringing together creative, technical, and production teams around a shared vision while navigating scope, schedule, and real-world constraints. Trusted to protect creative intent, facilitate multidisciplinary decision-making, and help transform ambitious ideas into cohesive guest experiences. Brings collaborative leadership, strong judgment, and a people-first approach that empowers creative teams to do their best work.

EDUCATION

MASTER OF ARTS

Visual Communication Design
Liberty University 12/2026

MASTER OF SCIENCE

Themed Experience Design
University of Central Florida 5/2023

BACHELOR OF APPLIED SCIENCE

Interior Design
Seminole State College 5/2020

ASSOCIATE OF SCIENCE

Photographic Technology
Daytona State College 5/2014

PROGRAMS

- Revit /Forma
- AutoCAD
- 3DS Max
- Lumion
- Sketchup
- Bluebeam
- Photoshop
- Illustrator
- InDesign
- Smartsheet
- SignAgent
- PMWeb

SKILLS

- Creative Stewardship
- Stakeholder Alignment
- Cross-Discipline Collaboration
- Leadership Communication
- Strategic Decisions
- Creative Problem-Solving
- Visual Communication

MEMBERSHIP

- Slice Creative Network Member
- SEG D Member
- TEA Next Gen Member
- IAAPA Member
- Founder UCF Themed Experience Ambassador
- SPA Student Advisory Council
- Future Theme Park Leaders Association

EXPERIENCE

Walt Disney Imagineering | Orlando, Florida

GRAPHIC FABRICATION DESIGNER – July 2025 – Present

Led environmental graphics and signage across the active Disney Cruise Line portfolio, including full-scope delivery for a new three-ship class. Guided the translation of storytelling and brand intent into fabrication strategies, vendor direction, and shipyard execution to deliver cohesive guest experiences across multiple vessels.

- Provided portfolio-level creative leadership, maintaining consistency of storytelling, visual language, and brand standards across parallel ship developments.
- Led environmental graphics scope across five active cruise ship projects, coordinating design development and end-to-end delivery for a new class of three ships.
- Championed cross-disciplinary collaboration across architectural and fabrication teams, ensuring environmental graphics upheld narrative, brand, and experiential intent.
- Translated story, brand, and guest experience goals into environmental graphic concepts, fabrication-ready design packages, and guided vendors to support execution across multiple cruise ship experiences.
- Managed scopes, budgets, and schedules for large-scale graphic fabrication deliverables, balancing creative quality, production constraints, and delivery across concurrent projects.

Universal Creative | Orlando, Florida

SHOW SET DESIGNER, ASSOC. – March 2025 – July 2025

Performed at a production design level as an Associate Show Set Designer, providing creative direction for show and scenic scope while guiding vendor interpretation of approved design intent into executable outcomes for an unannounced Universal E-ticket attraction. Served as the key design lead for guest-facing scenic environments, preserving narrative and aesthetic intent across disciplines.

- Directed external scenic vendor (FND), ensuring scenic outcomes upheld narrative, aesthetic, and experiential goals.
- Collaborated across creative, technical, and production disciplines to resolve scenic integration challenges, balancing storytelling intent with spatial constraints, constructability, budget, and schedule requirements.
- Made key scenic integration decisions across guest-facing scenic environments, balancing storytelling, spatial composition, sightlines, budget, and schedule.
- Created and presented visual models, scene studies, and show set documentation to translate design intent into actionable direction, supporting multidisciplinary reviews, coordination, and design approvals.
- Produced scaled models, visual presentations, and show set package documentation using 3ds Max, AutoCAD, and Adobe Creative Suite to communicate design intent and support multidisciplinary reviews and approvals.

Universal Creative | Orlando, Florida

FACILITY DESIGN MANAGER, ASST. – May 2023 – March 2025

Served as a creative and technical integration lead across multiple buildings and a major E-ticket attraction, aligning show, architecture, engineering, and construction teams to protect creative intent throughout Universal's Epic Universe. Maintained project alignment through operational, safety, schedule, and construction constraints from design through installation.

- Drove implementation of approved guest-experience and creative vision for 5+ land buildings and a major attraction, guiding cross-disciplinary teams through complex delivery conditions.
- Served as primary escalation authority for cross-disciplinary conflicts affecting guest experience, constructability, and delivery, balancing vision with real-world constraints.
- Oversaw multiple discipline Responsible Individuals (RIs), maintaining alignment between design vision, scope, safety, and schedule across the project.
- Governed drawing package reviews, RFIs, submittals, and field modifications, ensuring decisions upheld approved creative direction, technical standards, and project milestones.
- Safeguarded brand integrity and guest experience through on-site reviews and issue resolution across guest-facing scenic and back-of-house environments.

EXP | Engineering, Architecture, Design & Consulting | Maitland, Florida

CREATIVE DESIGNER (LIGHTING & EXPERIENTIAL DESIGN) – May 2021 – May 2023

Produced visual environment design concepts for architectural and experiential projects, integrating lighting as a key component of spatial atmosphere and guest perception.

- Developed lighting and visual environment concepts using Revit, AutoCAD, and Adobe Creative Suite, translating design direction into coordinated production documentation for architectural and experiential projects.
- Created renderings, color studies, glow plans, and presentation materials to communicate visual intent and support cross-disciplinary collaboration.
- Contributed to material selection, drawing coordination, and consultant reviews, maintaining alignment between design vision and technical execution.
- Crafted glow plans, concept books, and client-facing visual narratives that helped guide design decisions while preserving the intended atmosphere and experiential story.
- Produced fixture schedules, cut sheets, and technical detail packages to support accurate execution across multidisciplinary teams.

TEACHING & MENTORSHIP

Seminole State College | Interior Design | Heathrow, Florida

ADJUNCT INSTRUCTOR, FURNITURE DESIGN – Jan 2026 – Present

- Developed and taught curriculum centered on design authorship, intentionality, and the relationship between form, function, and narrative in custom furniture.
- Mentored emerging designers to move beyond execution by grounding design decisions in user experience, story, and material meaning.