

Alex Nolan

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Environments | Events | Exhibits | Retail

work experience

Senior Environmental Designer | On Board Experiential | Los Angeles, CA | 4.22 - Present

Lead 3D Designer of award-winning events, multi-city US tours, exhibits, and activations for Fortune 50/500 companies.

- Lead and present all creative work to clients with an ability to quickly turn live feedback into real-time innovative solutions. A proven track record of deepened client relationships to better understand their vision and needs.
- Lead project development through brief, concept, art direction, floor planing, and 3D design to execution of fabrication. Ensure creative work exceeds the project objectives while remaining within project parameters. Collaborate closely with account and production counterparts to finalize creative deliverables, timelines, and project restrictions.
- Maintain industry relevance through trend research and attending events to gain exposure and knowledge to fuel inspiration and creative thinking.
- Continuously discover and advocate for the most elevated, thoughtful, and innovative work to achieve the most impactful experiences for clients and attendees. Internally, identified and implemented improved processes for design and production, including onsite load in/out procedures.
- Provide mentorship at all stages from design ideation and development through fabrication best practices and onsite guidance and delegation.
- *Marketer Ex Award Winner - Best Cause/Community Program | Dick's Sporting Goods & Nike Campaign: It's Her Shot Event 2023*

Freelance 3D Designer | Portland, OR + Remote | 4.20 - 4.22

Gymshark x Whitney Simmons v3 'Celebration of Progress' retail pop-up event

- Lead designer of an immersive two day brand experience in DTLA with a one-of-a-kind retail store pop-up and shareable moments showcasing the seven hero looks of the collection.
- *Featured on BizBash - "7 Things Event Marketers Can Learn From This Gymshark Brand Activation"*

UCLA's 'Moment of Reflection' Multimedia Installation with Internationally Renowned Artist, Refik Anadol

- 3D design and floor planning for a public event at UCLA following the artist's viewing requirements of the art piece and glowing orb community building reflection moment.
- *Event Marketer Gold Award Winner 2022 - Best Pandemic-era Design Event*

Chubbies Swimwear at Dick's Sporting Goods and Nordstroms Retail

- Led 3D retail design of the direct-to-consumer menswear brand's first approach into wholesale US retail stores.
- *Featured on Shop Eat Surf - Chubbies at Dick's Sporting Goods Proves "Bright Spot" for Business*

Honorable Mentions: Timberland NY retail pop-up, Therabody retail and visual merchandising for Best Buy & Target, Costco Home Appliance Showrooms, Tik-Tok internal virtual stage, Spotify Wrapped '22 private event

Experiential Designer | Group Delphi (Acquired by Sparks) | San Francisco, CA | 10.18 - 4.20

- Designed impactful tradeshow booths for Fortune 50 technology, food and beverage, athletic, and medical companies in US and EU markets. Collaborated closely with the in-house fabricators and in-house catalog of industry standard parts.

education

B.S. Industrial Design & Sustainability Minor

The Art Institute of
Portland, 2017

contributions

- Concept development
- Art direction
- 3D modeling in Cinema 4D
- Construction documents
- Fabrication + build oversight
- Install guidance + quality control
- Strategy informed + led design
- Trend + industry research
- Spatial floor planing
- Rental furniture mapping + sourcing
- Decor + styling