

INTENT

A seasoned production leader specializing in compelling storytelling from inception to launch — across physical, digital, transmedia, and immersive experience productions. I integrate seamlessly with brands, creative agencies, production companies, and cross-disciplinary teams, bringing executive-level production, account leadership, creative-technical management, and new business development to every engagement.

SELECT CLIENTS Warner Brothers · Apple TV+ · Google ATAP, YouTube · Meta · Netflix · Spotify · Nike · Levi's · Twitter · Havas Health · Newport Mansions · New York City Ballet · Robert Rauschenberg Foundation · CFDA · Equinox · Lancôme · American Bible Society

EXPERIENCE

A Golden Calf LLC

2025 – Present

INDEPENDENT PRODUCTION CONSULTANT & PROJECT DIRECTOR

- Returned to independent practice following in-house tenure at Digital Kitchen; consulting across immersive experience design, creative technology, transmedia production, and integrated brand and product campaigns
- Proven budget management up to \$4.5M across fine art, museum, entertainment, and institutional environments

Digital Kitchen

2022 – 2025

SENIOR PRODUCER – IN-HOUSE

- Led experience design, creative technology, and transmedia production for *Harry Potter: Visions of Magic*, a global immersive attraction for Warner Brothers' Themed Entertainment team
- Oversaw installation delivery across 3 large-scale instances totalling \$4M; managed 2 traveling modular units deployed across Europe and the Americas
- Directed development of a permanent installation at Resorts World, Singapore, adding 3 further narrative zones
- Oversaw post-production of 2 Apple TV+ title sequences: *Manhunt* and *Before*

A Golden Calf LLC

2017 – 2022

INDEPENDENT PRODUCTION CONSULTANT & PROJECT DIRECTOR

- Built and ran an independent production practice serving agencies, studios, and enterprise clients across digital, cultural, entertainment, and institutional contexts — from Brand DNA and R&D prototyping through launch and install

Buck Design

2021 – 2022

SENIOR PRODUCER, EXPERIENCES

- Brought two lenses to life for Meta *Quest*, supporting the development and delivery of immersive product experiences
- Steered the complex AR demonstration of a new GPS-based precedent known as VPS for its debut at Google I/O
- Led technical and creative delivery across a \$10M interactive and tangible media program; delivered bespoke tangible media devices for museum objectives within a 4-month cycle at \$450K
- Oversaw media and technical production for the Faith and Liberty Discovery Center (American Bible Society) — a \$2.75M museum content development and design phase

Manifest

2021

TECHNICAL PRODUCER

- Sole producer owning the Technology Department — led new business pursuits, vendor ecosystem, and CMS overhauls across multi-year enterprise retainers including Drupal, WordPress, and bespoke full-stack builds



EXPERIENCE
(CONT.)

Local Projects 2018 – 2019

SENIOR INTERACTIVE MEDIA PRODUCTION CONSULTANT

- Led technical and creative delivery of interactive and tangible media programs, facilitating client-facing prototype demonstrations throughout the Design and Development Phase, a \$10M scope
- Managed development, execution, and ROM of bespoke tangible media devices aligned with museum program objectives within a 4-month cycle for \$450K

Siberia 2019 – 2020

PRODUCT LEAD

- Led redevelopment of the Insomnia Cookies brand and fulfillment app (iOS, Android, browser), facilitating cross-functional collaboration between external DevOps and internal Design, UX, Strategy, and Dev teams

Imprint Projects 2018 – 2020

PRODUCTION PARTNER – EXPERIENTIAL, CAMPAIGN & BRAND

- Led production, experience design, content strategy, media output, network building, conceptualization, and execution across 4 large-scale experiential and integrated production scopes
- *Google Jacquard* — Brand DNA, executive keynote, and environmental immersive footprint for brand product exhibition at technology conference for gesture-based interactive apparel
- *YouTube Election Campaign* — Product innovation leveraging virality and game theory implementation
- *Sonos Apollo Launch* — Pivoted from in-person media product launch to interactive WebGL website within a 3-week turnaround due to COVID-19

Hugo & Marie 2016 – 2017

SENIOR PRODUCER – IN-HOUSE

- Led integrated production across immersive art installations, brand identity systems, e-commerce platforms, editorial and social content production, and linear motion content
- Delivered production for enterprise-level e-commerce platforms built on Spree, Shopify, and Magento
- Produced linear motion content including brand anthems, animations, and prototypes for global prestige brands
- Supported client engagements across the arts, culture, and luxury sectors for Nike, Equinox, Roc Nation, Netflix, DKNY, and New York City Ballet — budgets up to \$1M

Stink Studios 2015 – 2016

INTERACTIVE PRODUCER – IN-HOUSE

- Produced world-class interactive sites and campaigns from inception to launch for leading global brands, pushing creative and production boundaries to develop engaging interactive work aligned with brand objectives
- Managed end-to-end production for Spotify, Twitter, Etsy, and Google Chrome — budgets up to \$2.5M

SELECT PRODUCTIONS

Harry Potter: Visions of Magic

3 Themed Immersive Attractions · Warner Brothers & NEON

Manhunt

Title Sequence · Apple TV+ Limited Series

Before

Title Sequence · Apple TV+ Limited Series

Pocket Garden

Open-source VPS / Geospatial API demo · Google Maps

American Bible Society FLDC

Interactive exhibitry, tangible media & immersive experiences · Philadelphia

New York City Ballet Art Series

Immersive multimedia installation · Lincoln Center, David H. Koch Theater

Full body of work at agoldencalf.com

EDUCATION

SCI-Arc

MS · Fiction + Entertainment
2020 – 2021

NYU Tisch

MPS · Interactive Telecommunications
2011 – 2013

Sarah Lawrence College

BA · Material & Visual Cultures
2000 – 2005

ADDITIONAL CASE STUDIES AND REFERENCES AVAILABLE UPON REQUEST

