



JAKE ROSENBERG

ART DIRECTOR

CORE CAPABILITIES

Creative & Art Direction · Immersive & Location-Based Entertainment
Brand-Driven Environments · Audience Growth & Engagement
Production Leadership · Multidisciplinary Team Management
Campaign Design · Photography Direction · Digital Marketing Assets

EXPERIENCE

Designer (Experiential/Environmental) - FIFA World Cup

- Designed large-scale venue and stadium graphics for FIFA World Cup 2026 Official Hospitality, translating global brand systems into physical environments across 16 host cities and stadiums across USA, Mexico, & Canada with TBA Group UK (2026)

Founder & Design Lead — American Lore Theater (ALT)

- Pitched, won, delivered high-impact immersive commissions that increase attendance, earning over \$125,000 in sales (2025).
- Designed and directed a flagship 20th-anniversary character experience for Lollapalooza, executed as large-scale location-based entertainment for 500,000 attendees. (2024)
- Conceived and delivered Creek Keeper for Creek Show with Waterloo Greenway Conservancy, contributing to record-setting attendance at 90,000 attendees. (2023)
- Chair-Elect, Exhibitions & Experiences Committee — AIA Austin / Design Austin, collaborating with the City of Austin on public-facing design initiatives.

Selected Clients (via ALT) (2017-Present)

- Lady Bird Johnson Wildflower Center — Designed large-scale illuminated installations for Winter Luminations and delivered Fort Flutter, used as primary marketing visuals driving ticketed attendance. Each activation saw 40,000+ attendees. (2025-2026)
- Sign Bar — Produced a seasonal public event with 5,000 attendees; led all visual design, installation design, and digital assets supporting promotion and turnout. (2025)

Brand & Experience Associate — Ion Art (2023-2024)

- Supported design communication and promotion for landmark collaborations with SpaceX, including the SpaceX campus sign and the globally recognized “Gateway to Mars.”
- Combined design execution with digital content and documentation to extend the impact of completed projects, supporting client retention and new business opportunities.

Guest Experience Design — Meow Wolf Denver (2022)

- Core launch-team member overseeing guest experience through opening and sustained operation.
- Contributed to design and deployment of the Boop Card RFID system, increasing interactive engagement and operational flow.

EDUCATION

New York University (NYU) — Bachelor’s Degree (2017)
School of Visual Arts (SVA) — MFA, Branding (2021)

Commercially focused Creative Director and Art Director specializing in immersive environments and location-based entertainment that drives attendance, ticket sales, and brand engagement. Leads projects end-to-end—from concept and design through fabrication, installation, permitting and marketing—delivering measurable and record setting audience growth for festivals, civic institutions, & global brands.

SKILLS

3D Design

Lead Development

Artificial
Intelligence

Art Direction

Leadership

Digital Marketing

Creative Suite

Experience
Design

CONTACT

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