

# W. LEE ROE

## Creative/Art Director & Executive Consultant

An experiential and entertainment career spanning over two decades of creation, design, strategic marketing, production, fabrication, and operations. I have a proven record of leading premier global brands and intellectual properties. I pride myself on building and guiding supportive environments that allow creative professionals to thrive. I have led multiple teams of over one hundred people, in the studio and in the field, to deliver multi-million-dollar projects on schedule and on budget.

### THG Creative

*Senior Creative Director: 1/2022 - 1/2025*

Creative, Art, Design, & Show Direction - Ideation, creative writing, creative strategy, planning, and programming of new parks, attractions, shows, and experiences. Source, lead, and manage teams producing master planning, show set drafting, art, graphics, color & materials packages. Direct the creation of pitch decks & presentations. Direct media creation and production. Collaborate and provide creative oversight for the ride & show vendors and technical & facility packages.

### WL CREATIVE

*Creative Consultant: 1/2011 - Present*

*WALT DISNEY IMAGINEERING, Disney Parks Live Entertainment:*

Provide the following services for events, shows, and various other projects across multiple Disney Parks worldwide: Art direction, design, planning & drafting. Scenic, graphic, and conceptual design. Vendor & installation management and oversight.

*UNIVERSAL Creative:*

On-site construction art director, studio art & design management, material and finishing call-outs and selection.

### LEGACY ENTERTAINMENT

*Senior Creative Director: 11/2016 - 12/2019*

Represent the company as the front-line creative presence to our clients. Develop and manage relationships with c-level executives and strategic partners. Build, guide and foster creative teams under my direction. Creative writing, design, planning, drafting, and concepts. Work hand-in-hand with project management to ensure budget and schedule goals are achieved. Understand current market trends across the globe in order to present and pitch engaging ideas and concepts that meet clients' needs.

### RHETROACTIVE, INC.

*Creative Director: 10/2015 - 11/2016*

Focus on leading brand expansion into the location based entertainment market. Lead creative pitches to clients. Understand market and industry trends while designing around feasibility of project's location. Aid in the creation of operational programs. Creative writing, design, and planning. Lead multiple teams across multiple projects in the creation of new shows, rides, and productions including; master-planning of resorts, parks, and ride design. Manage and provide creative direction for conceptual artists, architectural teams, scenic vendors, and ride manufacturers with oversight and creation of show-set, material, and finish schedules.

### THE GODDARD GROUP

*Associate Creative Director: 10/2013 - 10/2015*

Lead and participate in the creation of new shows, rides, and productions; including master-planning of resorts, casinos, parks, and ride layouts. Manage multiple projects at the same time and provide creative direction for conceptual artists, architectural teams, scenic vendors, and ride manufacturers. Present creative presentations for clients and vendors. Creation of material and finish schedules, creative oversight of show-set design.

### ARCHAVISION INTERNATIONAL

*Designer: 6/2008 - 1/2011*

Art direction, Digital painter, 3D modeler (SketchUp), & graphic designer.

### THE GODDARD GROUP

*Show Designer & Graphic Designer: 5/2005 - 6/2008*

Participate in the creation process of new shows, rides, and productions; Creative writing, Art direction, Presentation graphics, Creation of marketing materials and trade-show booths.

### DISNEYLAND ENTERTAINMENT

*Resort Hotel Graphic Designer 3/2003 - 10/2005*

**mobile:** +1 (310) 689-9897

**website:** <http://wleecreative.com>

**email:** [lee@wleecreative.com](mailto:lee@wleecreative.com)

### EDUCATION

Bachelor of Fine Arts

California State University, Fullerton

### KNOWLEDGE

Adobe Creative Cloud

Expert

Macintosh and Windows Platforms

Expert

SketchUp

Proficient

Microsoft Office

Proficient

### ASSOCIATION

Themed Entertainment Association

Member

IAPPA

Member



### COMMENDATIONS

*"One of Lee's greatest strengths is versatility. ...comfortable and able both leading artistic and creative projects as well as serving as a member of a larger team."*

*"...an asset in brining concepts to reality and showcasing the process visually through his creativity, imagery, and artistry."*



## PROJECT EXPERIENCE

Presented is a select collection of projects that highlight my responsibilities as a creative leader where my involvement ranged from concept to production. My experiences of being either a creative lead in both live entertainment projects, and construction based themed design exhibits a versatility and understanding for both areas of entertainment design. I thrive on the challenges, and the process behind creating and bringing a story to life.

Client: UNIVERSAL CREATIVE  
Location: Orlando, Florida, USA  
Employer: THG CREATIVE  
Title: Senior Creative Director

### UNIVERSAL EPIC UNIVERSE

Led design teams for phase 1 and phase 2 of Universal Epic Universe. Focusing on multiple intellectual properties such as The Wizarding World of Harry Potter and Nintendo. Working in concert with the team at Universal Creative to deliver concept and schematic packages at various stages of the design process.

Client: LOTTE WORLD  
Location: Busan, South Korea  
Employer: LEGACY ENTERTAINMENT  
Title: Senior Creative Director

### LOTTE WORLD ADVENTURE BUSAN: MAGIC FOREST

Implemented the vision of Legacy's CCO for the design of an all new Lotte World theme park in Busan, South Korea. Worked with the client's executives to create a park program full of unique ride and show experiences to the region. Provided and directed conceptual renderings and planning. Directed SD level plans for their facility architect to implement.

Client: TRANS STUDIO  
Location: Jakarta, Indonesia  
Employer: LEGACY ENTERTAINMENT  
Title: Senior Creative Director

### PACIFIC RIM: SHATTERDOME STRIKE

Led and navigated the desires of Trans Studio and the requirements of the intellectual property holder, Legendary Pictures. Conceptualized and wrote an original story and screenplay for the attraction. Pitched and produced presentations for all vested executives. Directed the unique immersive theater aspect to the preshow, and mid-ride walk-through experience. Directed original 3D media content, musical score; audio design; voice talent casting and direction. Oversaw show-set document production and installation, directed SAE, SFX, and ride vehicle profile.

Client: TRANS STUDIO  
Location: Bali, Indonesia  
Employer: LEGACY ENTERTAINMENT  
Title: Senior Creative Director

### ROAD RAGE: WASTELAND ESCAPE

Original story and concept development. Creative writing; script and screenplay. Pitched and produced presentations for executive committee. Directed immersive theater aspect of the preshow, on-ride stunt performance, guest play and escape room interactions. Directed original 3D media content, audio design; voice talent casting and direction. Oversaw show-set document production and installation, conceptualized stunt performances, directed SAE, SFX, and ride vehicle profile.

Client: TRANS STUDIO  
Location: Jakarta, Indonesia  
Employer: LEGACY ENTERTAINMENT  
Title: Senior Creative Director

### TRANS STUDIO ACTION ZONE

Implemented the vision of Legacy's CCO for the design of an indoor theme park. Worked with the client's executives to create a park program full of unique ride and show experiences to the region. Provided and directed conceptual renderings and planning. Directed SD level plans for their facility architect to implement. Pitched and presented all developments to the client's c-level executive committee.

Client: TRANS STUDIO  
Location: Bali, Indonesia  
Employer: LEGACY ENTERTAINMENT  
Title: Senior Creative Director

### TRANS STUDIO BALI

Implemented the vision of Legacy's CCO for the design of an indoor theme park. Worked with the client's executives to create a park program full of unique ride and show experiences to the region. Provided and directed conceptual renderings and planning. Directed SD level plans for their facility architect to implement. Pitched and presented all developments to the client's c-level executive committee.

Client: CHIMELONG GROUP  
Location: Qingyaun, China  
Employer: LEGACY ENTERTAINMENT  
Title: Creative Director

### CHIMELONG FORREST KINGDOM

Developed show concepts & attractions for an animal-based theme park outside of Guangzhou, China. Creative and Art Direction for area development, interior and exterior show-set packages. Integrate and coordinated creative direction for area development, meeting ride manufacturer, technical, entertainment, operational and Chinese government requirements. Presentation pitching and creation.



## PROJECT EXPERIENCE

continued

Client: CIRQUE DU SOLEIL  
& GROUPO VIDANTA  
Location: Puerto Vallarta, Mexico  
Employer: GODDARD GROUP  
Title: Creative Director, Art Director

### CIRQUE DU SOLEIL RESORT

Worked closely with all vested parties to create the overall unique, yet feasible, concept for the resort. Taking into account the expectations and quality the Cirque Du Soleil brand promises, along with the challenges of the location. Developed and wrote immersive theater concepts that entailed the used of retail, dining, and area activations. Developed and wrote guest play, media and technology interactions for shows and attractions that used branching and merging story lines for acrobats and performers across the theme park, water park, and hotels. Art Direction for concept renderings, DD show-set, tech & area development packages.

Client: ENCHANTED KINGDOM  
Location: Santa Rosa, Laguna, Philippines  
Employer: RHETROACTIVE, INC  
Title: Creative Director

### AGILA'S FLIGHT

As creative director for this flying theater attraction I developed and wrote the story and script. Oversaw the creation of the immersive walk-through and media preshow. Oversaw the creation of concept renderings, media production, and SD & DD show-set packages. Worked closely to integrate all technical and facility requirements. Acted as on-site art director; called out material & finishes, oversaw the fabrication and installation of scenic elements. Acted as on-site show director.

Client: HAICHANG OCEAN PARK HOLDINGS  
Location: Shanghai, China  
Employer: GODDARD GROUP  
Title: Associate Creative Director, Art Director

### SHANGHAI HAICHANG OCEAN PARK

Developed show concepts & attractions for an ocean themed park outside of Shanghai, China. Creative and Art Direction for area development, interior and exterior show-set packages. Oversees creation of finish schedule. Integrate and coordinated creative direction for area development, meeting ride manufacturer, technical, entertainment, operational and Chinese government requirements.

Client: LOTTE WORLD  
Location: Seoul, Republic of Korea  
Employer: GODDARD GROUP  
Title: Associate Creative Director, Art Director,  
Co-Show Director

### LET'S DREAM! NIGHTTIME SPECTACULAR

Turn-key production of an original nighttime spectacular that includes a light-parade, pyrotechnics, a cast and crew of over 100, original music, state-of-the-art lighting, along with the first operational autonomous synchronized flying drones in a theme park. Art directed concept design, SD package, costume, wig, make-up and float modeling design. On-site art direction of float and scenic fabrication, on-site production management and operational training. Served as show director overseeing performance, media, lighting, special effects, pyrotechnics, staging, choreography, and drone movement.

Client: INSOMNIAC EVENTS  
Location: Southern & Northern California  
Employer: GODDARD GROUP  
Title: Art Director

### VARIOUS INSOMNIAC MUSIC FESTIVALS

Conceptualize, design, produce, and fabricate massive themed stages for the music festivals Beyond Wonderland, Nocturnal Wonderland, and Escape from Wonderland. Design and fabric stages meant to tour during the festival season. Art direct fabrication and installation. Oversight of lighting design, special effects, and staging. Intense coordination with several disciplines to insure proper installation and transportation of stages.

Client: MELCO CROWN ENTERTAINMENT  
Location: Macau, China  
Employer: GODDARD GROUP  
Title: Art Director

### STUDIO CITY, MACAU

Art direction and color design of interior and exterior pool deck SD show set packages. Assisted creative team in develop of overall exterior theme in conceptual phase.

Client: GALAXY ENTERTAINMENT GROUP  
Location: Macau, China  
Employer: GODDARD GROUP / ARCHAVISION  
Title: Designer

### GALAXY MACAU

Aided in exterior conceptual design and planning. Developed color and material call-outs for facility's exterior. Assisted in the creation of the exterior pool podium.



## PROJECT EXPERIENCE

continued

Client: UNIVERSAL CREATIVE  
Location: Universal City, California  
Employer: WL CREATIVE  
Title: Art Director

### UNIVERSAL PLAZA

In-field and DD package art direction for Universal Plaza project encompassing the iconic tower, interior ticketing office, quick serve restaurant, two snack bar locations, multi-function entertainment area with fountain, trellis structures, seat-walls, and ground surfacing. Service needs of both Hollywood and Orlando creative teams.

Client: UNIVERSAL CREATIVE  
& 20th CENTURY FOX  
Location: Universal City, California  
Orlando, Florida  
Employer: WL CREATIVE  
Title: Art Director

### SIMPSON'S SPRINGFIELD, USA

SD and DD package art direction for Springfield project encompassing exterior and interior developments. Find creative fun solutions to bring the world of Springfield to life. Service creative needs of 20th Century Fox, Hollywood, and Orlando creative teams.

Client: DISNEY LIVE ENTERTAINMENT  
Location: Anaheim, California  
Employer: WL CREATIVE  
Title: Designer / Artist

### MICKEY AND THE MAGICAL MAP

Work closely with production team to create conceptual renderings. Aided in the development of the final stage and prop design.

Client: DISNEY LIVE ENTERTAINMENT  
Location: Anaheim, California  
Employer: WL CREATIVE  
Title: Art Director & Designer

### HALLOWEEN CARNIVAL AT BIG THUNDER RANCH JAMBOREE

Art direction and designer for seasonal overlay of a significant portion of Disneyland. Worked within a creative team to provide guests with an engaging frontier themed Halloween carnival. Design and art direct the fabrication and installation of several large show-set pieces and decorations.

Client: DISNEY LIVE ENTERTAINMENT  
Location: Anaheim, California  
Employer: WL CREATIVE  
Title: Art Director & Designer

### JINGLE JANGLE JAMBOREE

Art direction and designer for seasonal overlay of a significant portion of Disneyland. Worked within a creative team to provide guests with an engaging American frontier themed Christmas celebration. Design and art direct the fabrication and installation of several large show-set pieces, decorations, games and a Santa meet and greet. Developed and designed themed food service location.

Client: DISNEY LIVE ENTERTAINMENT  
Location: Anaheim, California  
Employer: WL CREATIVE  
Title: Art Director & Designer

### OPENING EVENT TEAM: CARS LAND

Serviced a large production team as one of several art directors and designers for the grand opening ceremonies and celebrations of Cars Land. Oversaw fabrication, installation, and set dressing.

Client: DISNEY LIVE ENTERTAINMENT  
Location: Anaheim, California  
Employer: WL CREATIVE  
Title: Art Director & Designer

### OPENING EVENT TEAM: BUENA VISTA STREET

Serviced a large production team as one of several art directors and designers for the grand opening ceremonies and celebrations of Buena Vista Street. Oversaw fabrication, installation, and set dressing.

# PACIFIC RIM: SHATTERDOME STRIKE

Trans Studio Action Zone

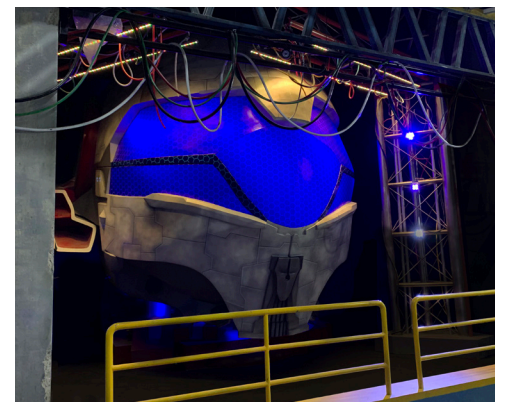
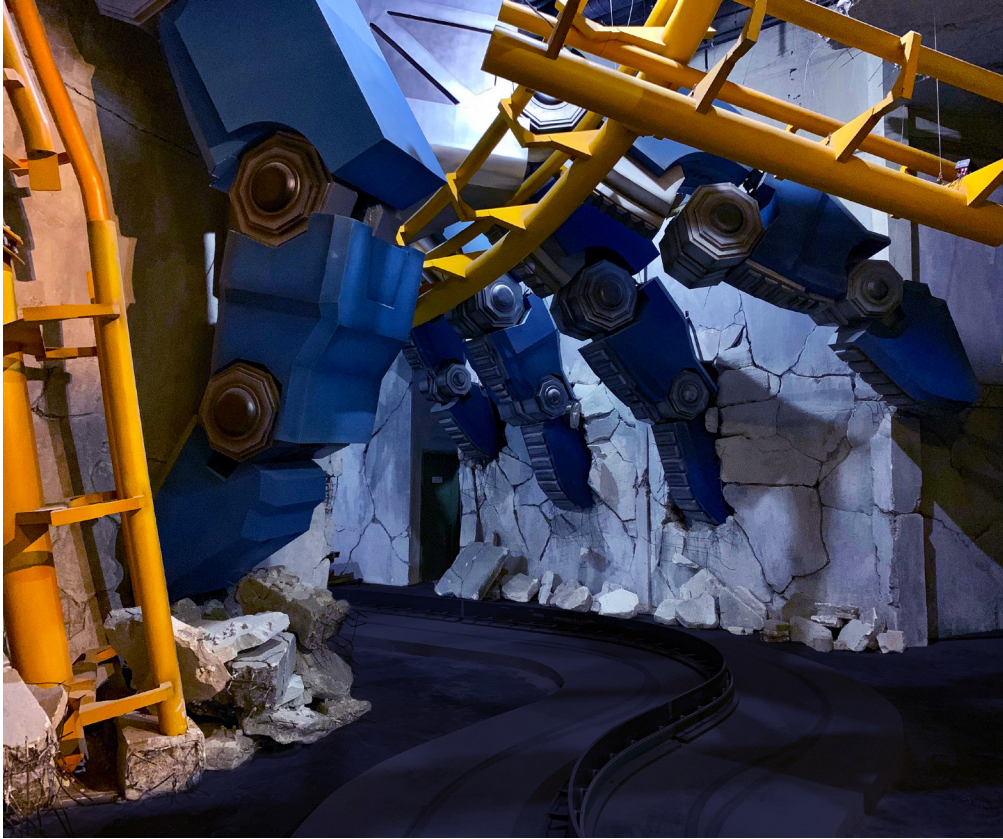


## CASE STUDY

Location: Cibubur, Indonesia (Suburb of Jakarta)  
Title: Senior Creative Director

## EMPLOYMENT:

LEGACY ENTERTAINMENT



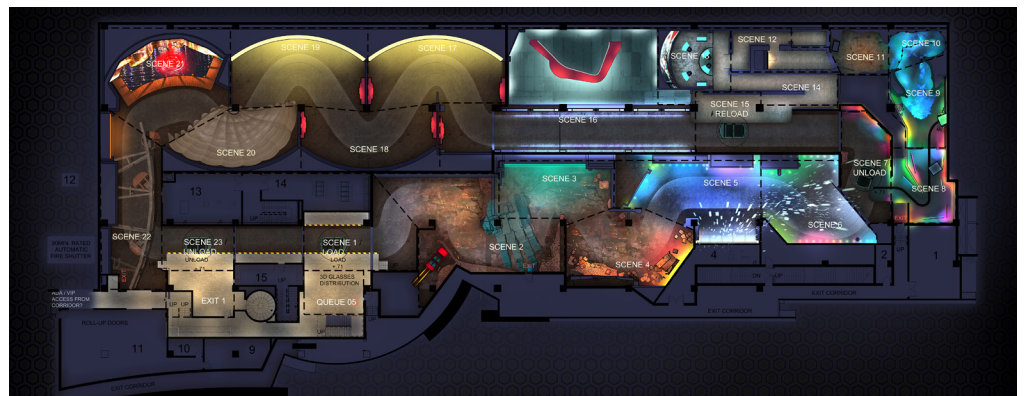
A groundbreaking attraction sure to be on the cutting edge of immersive experiences. Based on the worldwide phenomenal hit franchise, Pacific Rim, guests will be thrust into a thrilling race to save Jakarta. Through multi-sensory effects and advanced 3D projections visitors will be put right in the middle of an epic battle between the monsters sent to destroy humanity, and our only defense; the human piloted, giant fighting robots known as Jaegers.

An Innovative Immersive Theater Experience Featuring a Combination of Many World's Firsts:

- First attraction to feature a mid-ride walk-through section
- Interactive and immersive live action components
- Pioneering changing ride vehicle design

## FACTS:

- Budget: \$12 million USD (Ride & Show)
- Total Attraction Length: 292 meters
- Ride Track Length: 217 meters
- Walk-through Length: 75 meters
- Total Attraction Time: 12 minutes
- Ride Time: 4 minutes
- Walk-through Time: 8 minutes
- Media Sequences: 6
- Ride Vehicle: OES EVO-6



# ROAD RAGE: WASTELAND ESCAPE

Trans Studio Bali



## CASE STUDY

Location: Bali, Indonesia

Title: Senior Creative Director

## EMPLOYMENT:

LEGACY ENTERTAINMENT

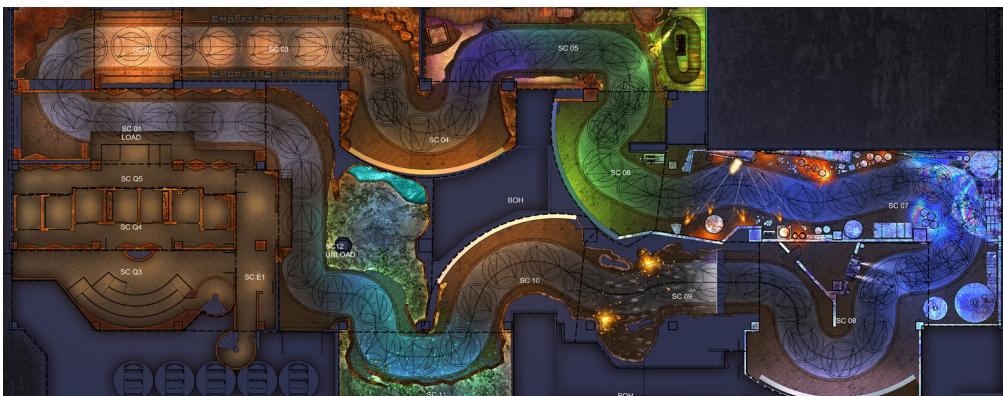


An attraction like no other; this is the world's first dark ride stunt show. Guests find themselves in a post-apocalyptic outpost where they are forced into an underground prison with no hope of escape. That all changes when a hero arrives to save us from our misfortune to take us away to the mythical last oasis. An insane chase across the wasteland unfolds, as life and death hang in the balance, while trying to evade our captures and leave them in our dust.

Through daring chases, exciting larger than life action, ground-breaking multi-media, immersive theater, guest play escape room settings, stunts, and live performances Trans Studio is set to provide an attraction with no equal to the visitors of Bali.

## FACTS:

- Budget: \$12 million USD (Ride & Show)
- Total Attraction Length: 237 meters
- Total Attraction Time: 266 seconds
- Total Live Action Stunt Performers: 6
- Media Sequences: 5
- Ride Vehicle: OES EVO-6



# CIRQUE DU SOLEIL RESORT

Puerto Vallarta, Mexico



## CASE STUDY

Location: Puerto Vallarta, Mexico  
Title: Creative Director

**EMPLOYMENT:**  
LEGACY ENTERTAINMENT



I'm extremely pleased to have been apart of this amazing collaboration between Legacy Entertainment and Cirque Du Soleil. In my role as creative director my duties were to work in concert with our Cirque Du Soleil partners to deliver an experience that matched the wonder and charm of Cirque's live productions. Our primary goal was to engage, touch, and inspire our guests, while turning the standard concepts of what a theme park can be on its head.

We created a whole world across three different gates, and three hotels were artists and performers lived, worked, and entertained guests to the resort. Guests would be invited to participate in branching and merging stories, shows, and attractions to a level that only Cirque Du Soleil could provide. The spaces were designed to transform and provide different offerings as day gave way to night. Live performances and acrobatic artistry would seamlessly step out of the shadows. Guest play interactions with an array of unique characters who encourage guests to seek out adventures of wonder and discovery were to be found around the resort.



# LET'S DREAM! NIGHTTIME SPECTACULAR

Lotte World Adventure



## CASE STUDY

Location: Seoul, Republic of Korea

Title: Associate Creative Director, Art Director, Show Director

## EMPLOYMENT:

GODDARD GROUP



A turn-key creation, production, and operation of an original nighttime spectacular that includes a light-parade, pyrotechnics, a cast and crew of over 100, original music, state-of-the-art lighting, along with the first nightly operational autonomous synchronized flying drones in a theme park. Art directed the concept design, show-set SD package, costume, wig, make-up, float, puppets, and set design. On-site art direction of float and scenic fabrication, on-site production management and operational training. Show director; lighting, staging, performance, choreography, drones.

## FACTS:

- Budget: \$7 million USD
- Floats: 19
- Puppets: 33
- Drones: 25
- Production Time: 16 months





# LET'S DREAM! NIGHTTIME SPECTACULAR

Lotte World Adventure



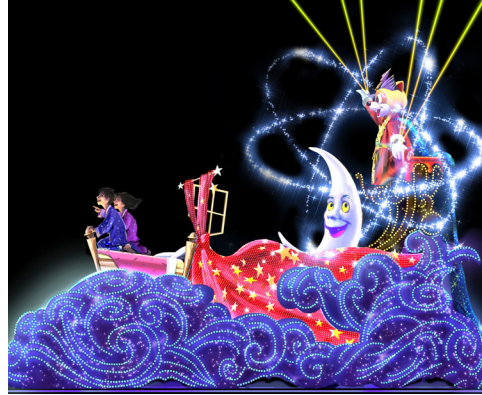
## CASE STUDY

Location: Seoul, Republic of Korea

Title: Associate Creative Director, Art Director, Show Director

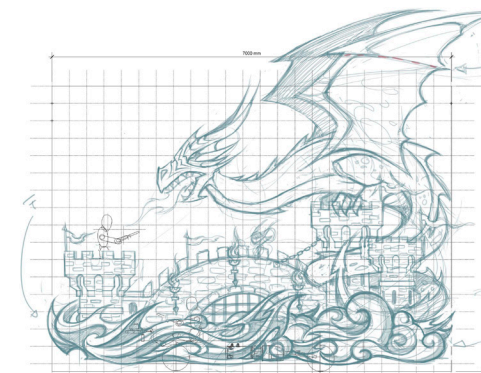
## EMPLOYMENT:

GODDARD GROUP



## CONCEPT TO REALITY

Acted as associate creative director during conceptual and design phases. During production and fabrication acted as lead creative and art director. Served as show director; music creation, casting, and staging. Relocated to South Korea for one year.



# MUSIC FESTIVALS

Insomniac Events



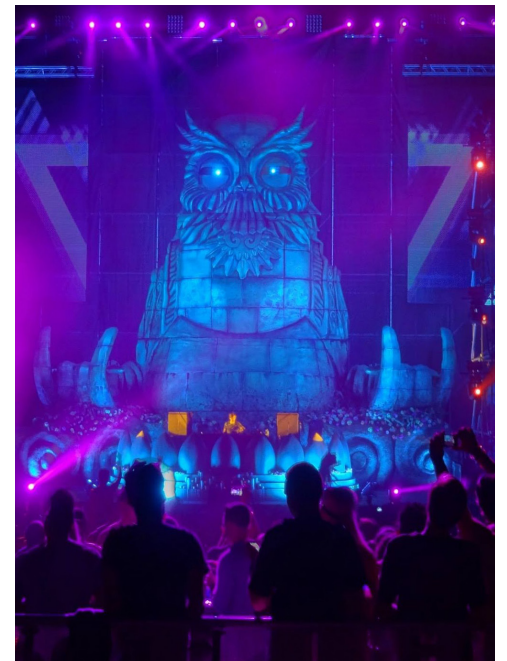
## CASE STUDY

Location: Los Angeles & San Francisco, California

Title: Associate Creative Director, Art Director, Show Director

## EMPLOYMENT:

GODDARD GROUP



I assisted in the creation and production of stages for Insomniac Events all throughout the 2013 festival season. Creative and Art Direction that established an ongoing aesthetic still used by Insomniac today. The stages consisted of a center iconic containing the DJ booth, full lighting package, a massive audio set-up, huge video wall, pyrotechnics, UV changing backdrop, and various other special effects.



# SHANGHAI HAICHANG OCEAN PARK

Shanghai, China



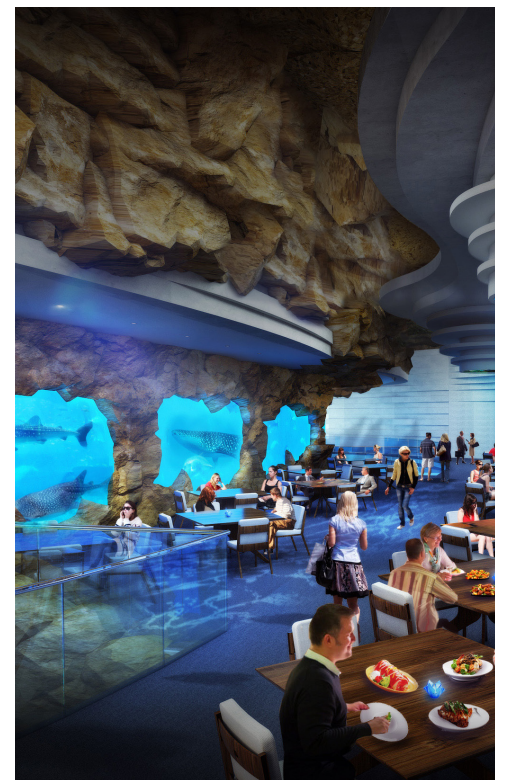
## CASE STUDY

Location: Shanghai, China  
Title: Associate Creative Director

EMPLOYMENT:  
GODDARD GROUP



Guests pass through an entry to a choice of two polar-opposite lands; The tropical, futuristic land of Rainbow Falls, or the always winter, old-world charm of Port Majestic. As the associate creative director on this project my role was to bring to life the vision of our director of design. Such tasks included producing, directing, and managing the exterior and interior architecture of every building, along with the interior designs and guest experiences inside each pavilion. Many of the pavilions, and the park as a whole, required a mass coordinating of efforts between ride-design, animal life-safety systems, lighting design, and facility needs in order to maintain the intended creative direction.



# CHIMELONG FOREST KINGDOM

Qingyaun, China



## CASE STUDY

Location: Qingyaun, China  
Title: Creative Director

**EMPLOYMENT:**  
LEGACY ENTERTAINMENT



Developed in concert with one of China's most successful theme park operators, Chimelong Group. The park is to be an exciting mix and integration of an animal park with a traditional rides park. With extravagant themed lands across a massive area the park aims to be the flagship offering from Chimelong. I was responsible for all SD show set designs from facilities to attractions and rides. As well as overseeing and directing all area development, and park programming for attraction offerings and theming.

## PERSONAL FACTS:

This project involved countless amounts of back and forth travel between Los Angeles, Hong Kong, and Guangzhou for over a year and a half.



# UNIVERSAL PLAZA

Universal Studios Hollywood

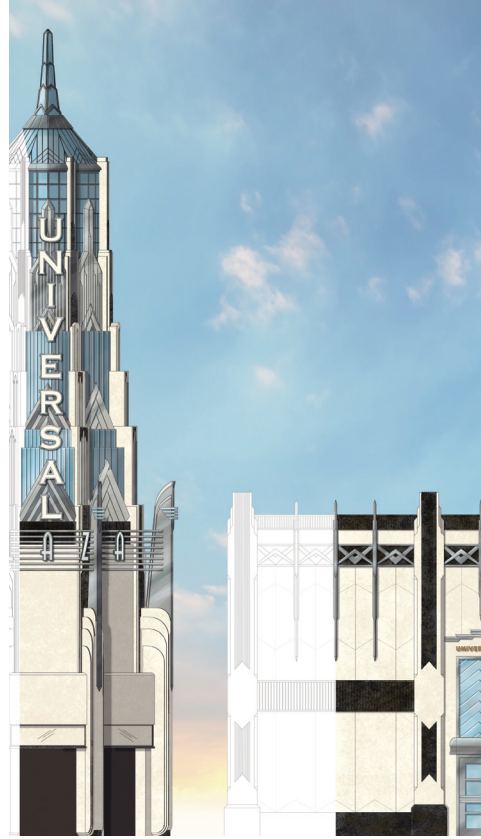


## CASE STUDY

Location: Universal City, California, United States of America  
Title: Art Director

## EMPLOYMENT:

UNIVERSAL CREATIVE (Contractor)

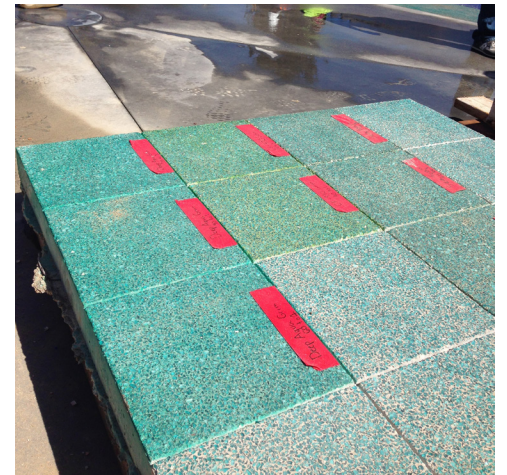


Brought on to serve as the on-site art director for a project that was arguably somewhere between the SD and DD phase, even as construction plowed ahead. Coordination across several disciplines, and interested parties, was needed to properly and creatively serve the project. We successfully created an iconic art-deco tower that transitions, via an elaborate trellis structure, to a restaurant executed in Spanish colonial revival architecture, and all anchored by a splash and play musical fountain. The multi-functional space has become a central beacon for guests, while providing a place to purchase tickets, relax, play, eat, and be entertained by promotional and seasonal entertainment offerings.

(read more on next page)

## PROJECT INCLUDED:

- Iconic Tower with Ticket Office
- Programmable LED Lit Pop-jet Fountain
- Quick Service Restaurant
- 2 Snack Bars
- Multi-functional Entertainment Space
- Trellis with Garden Seating



# UNIVERSAL PLAZA

Universal Studios Hollywood

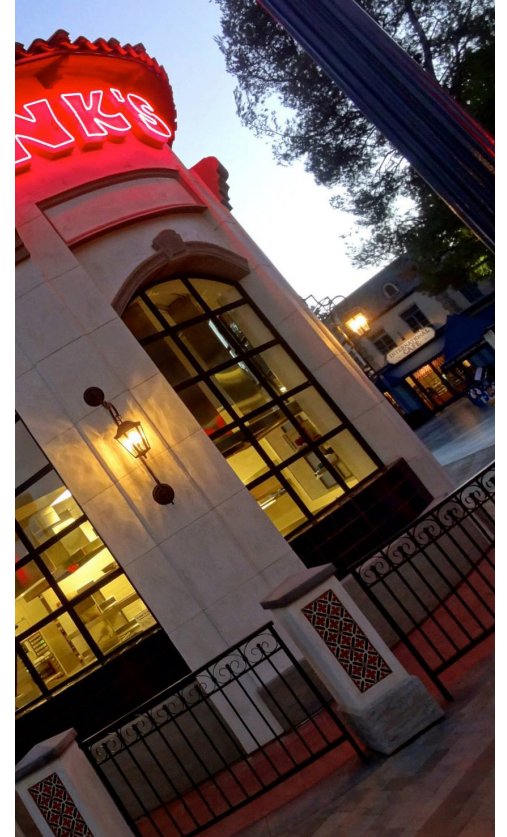
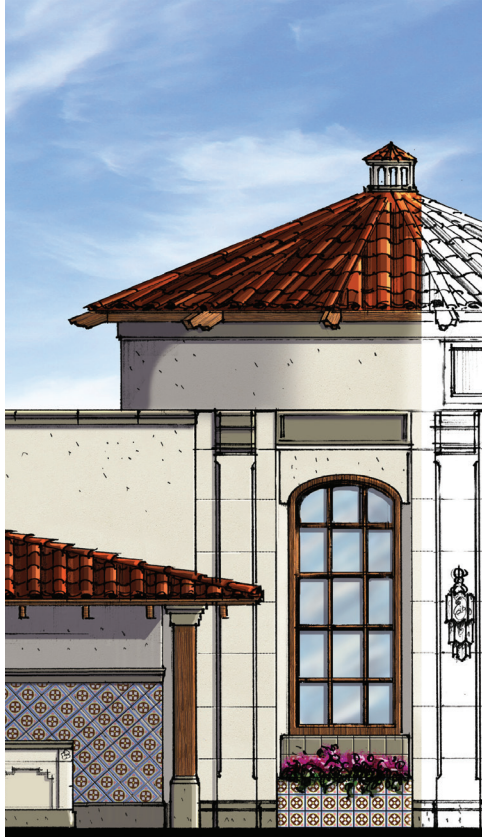


## CASE STUDY

Location: Universal City, California, United States of America  
Title: Art Director

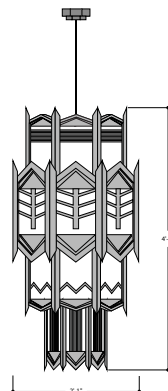
## EMPLOYMENT:

UNIVERSAL CREATIVE (Contractor)

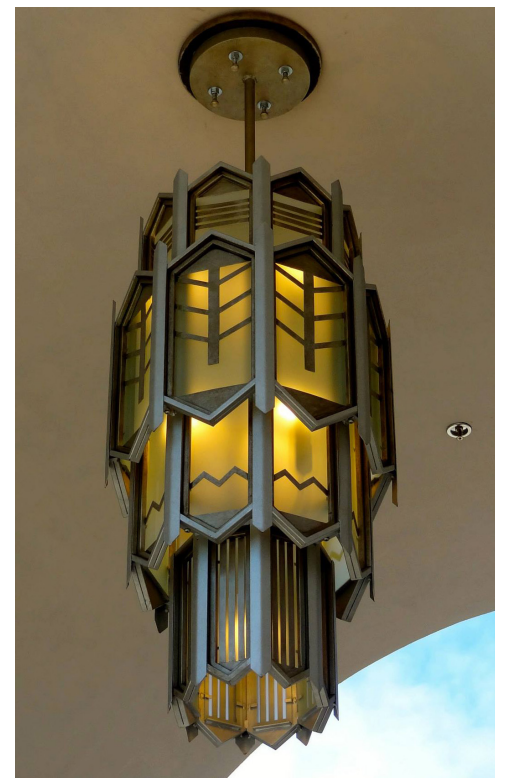


(continued)

Some services rendered include art direction of way-finding signs, scenic signs, and food location menus; also aided in the interior design of the ticket office. Designed several misc. metal, carpentry, masonry, and paving details that were overlooked during design. Created multiple exterior finishes, color schemes, and furnishing boards for approval by core creative in Orlando. Developed exterior and interior finish schedules. Provided on-site art direction including approval of paint draw-downs, texture samples, and thematic finishes. Insured creative team's overall vision for the project was achieved.



scale: 1" = 1'-0"





September 2016

To Whom It May Concern:

I'm writing to offer my wholehearted endorsement of Wallace "Lee" Roe for a high-level position in the field of entertainment design.

Since 2005, Lee and I have collaborated on a number of unique large-scale projects, ranging from music festivals, to a nighttime spectacular, to a 4D theatre, and many more. On each, Lee has demonstrated talent, reliability, and perhaps most important to us at GGE, an unwavering positive attitude in the face of dramatic challenges.

One of Lee's greatest strengths is versatility. He is comfortable and able both leading artistic and creative projects, as well as serving as a member of a larger team. He is also particularly adept at the translation and realization of Intellectual Properties in theme parks and branded experiences.

You can be confident that Lee would add a great deal of value to your team, and that your project(s) will be better for it.

Should you wish, it would be my pleasure to speak further. My direct line is 310-601-2009, and e-mail is [Taylor@GoddardGGE.com](mailto:Taylor@GoddardGGE.com).

Best Regards,

A handwritten signature in black ink that reads 'Taylor Jeffs'. The signature is written in a cursive, flowing style.

Taylor Jeffs  
Director of Design  
Goddard Group | GGE

**August 15, 2016**

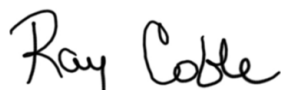
**TO WHOM IT MAY CONCERN:**

I've had the pleasure of working with Lee Roe over the years at Disneyland Resort. Both as an employee and contractor, Lee delivered exceptional work product. His attention to details and keen sense of storytelling, allowed Lee to conceptualize and produce stunning artist renderings as well as themed event signage. His work was seen by Guests internally and externally.

In addition to Lee's impressive artistry, he also works incredibly well with diverse production teams and is able to balance very specific schedules and financials for each project.

To that end, Lee is an asset in bringing concepts to reality and showcasing the process visually through his creativity, imagery, and artistry. I highly recommend Lee for a position of this caliber.

SINCERELY,

A handwritten signature in black ink that reads "Ray Coble". The signature is written in a cursive, flowing style.

RAY COBLE



To Whom it may Concern,

I had the pleasure of working with Lee Roe on two extremely demanding projects.

I was the Sound Supervisor on two projects that had an aggressive timeline in which to deliver both shows. Lee was the director responsible for both projects, and I communicated directly with him during the design and production phases.

What would have seemed an impossible delivery schedule with minimal support from a production crew, Lee handled each stage of the production with expert guidance and creative input.

Not only was Lee available at all times to direct the audio, he also knew inherently when to allow me artistic freedom and when guidance was needed from his direction of the projects.

I found that not only does Lee have a keen sense of artistry; he is also an extremely capable leader of creative teams.

I whole-heartedly recommend Lee in whatever position he seeks.

Sincerely,

A handwritten signature in black ink that reads "Ron Fish". The signature is written in a cursive, flowing style.

Ron Fish  
CEO Ryedan Productions

# LEGACY | GGE

IMMERSIVE ENTERTAINMENT + DESIGN

March 26, 2019

**RE: Wallace Lee Roe Letter of Recommendation**

To Creative Principles and Human Resource Managers,

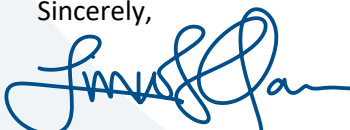
Lee Roe and I have worked together on a variety of themed entertainment projects, and his work product and creative instinct are consistently at a very high level. The combination of his artistic drawing skills, knowledge of the theme park and entertainment industry, experience as a creative director, capacity to lead a team of art directors, and communication skills in a client presentation is unusual and unusually powerful. In my opinion, Lee makes excellent use of these skill sets.

Lee and I worked on a range of projects including the concept and master planning design of several theme parks (some with animal and sea-life integration and some within the confines of an expansive building), schematic design in architectural form as well as show scenery and technical form (including one in construction from ground breaking), show production of several dark rides with intellectual property collaboration, audio and video media development of immersive moments, directing a design team and supervising installation of show scenery and show technical effects on two theme park construction sites, and planning the ride/show integration programming with a team of coders. In each of these situations, Lee brought fresh perspectives and well-thought-out recommendations or solutions. These projects are always challenging as the creative designs must conform to the client's budget, which Lee and I have worked together repeatedly and in many occasions to value engineer and execute successfully.

Although the nature of our work is not particularly demanding of computer skills, Lee is well grounded in preparing his own creative and executive presentation decks. I have also known him to produce video and audio samples as guidelines for professional consultants to follow as well as photoshop renderings in preparation of deliverable milestones to the client.

I personally enjoy working with Lee and believe he is an excellent Creative Director. He is a resourceful and valuable asset to any creative company, and I am enthusiastic in recommending him.

Sincerely,



Lincoln Chan, PE JD  
Sr. Project Manager