MDSX focusing on immersive design + execution. MDSX develops projects with holistic narrative with immersive stories that generate an emotional connection between visitors and the fully-developed thematic concepts to ensure the economic viability of a project by driving visitor attendance and return engagements.

Harnessing the combined strength and abilities of multi-disciplined teams is the most strategic way for MDSX to break down complexities, fast-track innovation and amplify success.
Who We Are

MDSX is home to an award-winning team of experiential designers & producers.

MDSX Creative’s award-winning career in entertainment design spans more than 20 years. MDSX is uniquely positioned to create immersive storytelling + design for theme parks, live entertainment, museum and the attractions sector of the themed entertainment marketplace. We bring expertise in blending physical spaces with media + interactive design to create out-of-the-box experiences that are content-rich and future-proof, rooted in research and unique owner collaborations.

Located in:
Orlando, FL

Services
Design • Planning • Creative Direction
Experiential Design • Concept Design
Creative + Scientific Writing
Interactive Design • Scenic Design
Project Management • Content Creation • Media Production
MEDIA SERVICES

Content Creation
2D Animation
3D Modeling & Animation
Creative Writing
Style Frames/Storyboards
Animatics/Pre-Visualization
Interactive Flow Charts
UI Design
On-Site Production
Casting
Production Design
Direction
Audio Design
Editing
Compositing

DESIGN SERVICES

Themed Entertainment Design
Planning
Design Development
Concept Design
Revit Drafting
CAD Drafting
Storytelling
Fabrication Methodology
Color and Paint
Concept Refinement
Production Management
On-Site Art Direction
On-Site Technical Support
Experiential Design

Helping brands shape their visual voice through inspired design-driven solutions
Media + Interactive

Helping brands shape their visual voice through inspired design-driven solutions
OVERVIEW

It has been 14 years since Walt Disney World debuted its high-speed slot car attraction at EPCOT in Bay Lake, Florida. The experience, while popular, needed a refresh to appeal to a modern audience and demonstrate Disney’s and General Motors’ chops as visionary imagineers. The challenge was to take the pre-existing ride system and update the visuals and technology to create an experience that showcased the intricate layers of car design while educating audiences about how an automobile goes from concept to road-ready.

*Amplify every aspect of the guest experience from the entrance to the exit through the gift shop.* The experience begins with guests walking into a “Design Studio” where they interface with an interactive kiosk. The guest is greeted by a futuristic interface that tells them to log into the Design Station with the card they were previously handed. From here, the guest draws a line which eventually becomes the form of their vehicle, which will probably look completely different than the vehicle of guests to their left or right. Once they have achieved that initial form, the guest then gets to actually sculpt the body in a freeform manner.

Test Track 2.0

Orlando, Fl | Walt Disney Park & Resorts

“Updating the guest experience that showcases the intricate process of car design”
OVERVIEW

The one of the newest attractions to open at SeaWorld Orlando, Infinity Falls is a thrilling open water rapids ride, splashing guests and offering surprises around every corner. Infinity Falls is an environmentally focused attraction, showing guests how they can become involved in protecting water environments and finding productive ways to help SeaWorld save the water! MDSX joined the SeaWorld team in 2016, collaborating to build the story and environment and continued work through ride opening. In addition to managing the creative process as a SeaWorld Owner’s Rep throughout the project timeline, the artists of MDSX assisted throughout the attraction, culinary location, retail and immersive game experiences in the concept and story development as well as installed all show set, props and created the ride safety video.
The Marquee

Orlando, Fl | BlueGreen Vacations

“Bringing high-end immersive design to the hospitality sector”

OVERVIEW

Bluegreen Vacations, a 52-year-old vacation ownership company based in Boca Raton, FL acquired a 17-story apartment building in the old Storyville area of New Orleans. While they could have easily converted the one-, two- and three-bedroom condo-style apartments into a timeshare property, architect and VP of Design & Development Tim Schwering wanted something more. He wanted to break from the timeshare convention and create an immersive experience that honored the history of the old Storyville neighborhood infused with the legacy of the city’s Theatre District. He had the story, but he needed co- dreamers and creators to add to his narrative, articulate the story, and make his vision a reality.

MDSX’s role extended well beyond the original scope. We became partners with Tim and the other collaborators to honor the New Orleans and Storyville legacy. We manipulated technology to expand storytelling beyond a one-dimensional experience into an interactive, immersive play that begins from the moment guests enter the lobby to when they rest in the meticulously curated guest suites.
About Dan
A multidisciplinary Creative Director with expert level skills in illustration, visual effects, animation, character development, and motion graphics. In his role as Creative Director, Dan oversees MDSX’s creative studio, which focuses primarily on experiential design, concept development creative writing and digital content. Leading teams that help bring each unique project to fruition is not only one of his many talents, but also is his passion. Dan’s portfolio of work includes Fortune 500 broadcast packages, commercial spots and themed attraction development for Walt Disney Parks & Resorts, Disney Stores, SeaWorld, Intel, History Channel, Discovery Channel, Hasbro, Mattel, Verizon, Pittsburgh Steelers, Orlando Magic, Hertz, and E-trade. Combining his expert creative skills, passion for the creative process, and an unequivocal ability to inspire those around him, Dan leads teams in the development of diverse creative projects from concept to completion.

20+ years of themed entertainment experience.

Multidisiplined Artist
Creative Writing, 2D, 3D, Motion Graphics, Team building

“we exist to serve our clients’ needs—not our own ambitions. Throwing ego out the window, we know that to solve problems and create breakthrough solutions, sometimes the best way to answer a question is with another question.”

Experience
Universal Studios, Orlando Florida
Men in Black: Alien Attack
Jimmy Neutron Nicktoon Blast
SeaWorld Parks & Entertainment
Antarctica: Empire of the Penguin
Infinity Falls
Walt Disney World
Test Track 2.0, Epcot
New Fantasy Land Media + Interactive
Lights Motor Action - Pixar Cars - Retro Fit
Bluegreen Vacations
The Marquee Experience

Dan Picard
Creative Director + Owner, MDSX
Janelle Picard
Executive Producer + Owner, MDSX

About Janelle
Janelle Picard is an experienced Executive Producer with a broad understanding of art and technology in graphic design, animation, and production, now supporting her work in the development of themed attractions and environments. As a Creative Manager for SeaWorld Parks & Entertainment in Theme Park Development, she oversaw and contributed to the theming of major attractions from initial concept through opening. Recently completed projects include Infinity Falls at SeaWorld Orlando, 2018; Battle for Eire at Busch Gardens Williamsburg, 2018; InvadR™ at Busch Gardens Williamsburg, 2017; the Dolphin Nursery at SeaWorld Orlando, 2017; and the media package for Antarctica: Empire of the Penguin at SeaWorld Orlando, 2013. She is a graduate of Bowling Green State University and a member of the Themed Entertainment Association and Harriet B’s Daughters.

20+ years of themed entertainment experience.

Creative Producer of Themed Attractions
Rooted as an artist & graphic designer specializing in animation, interactivity & visual effects production.

“Each project requires research and problem solving skills to find the best solution for the client, user, and the environment.”

Experience
SeaWorld Parks & Entertainment
Infinity Falls at SeaWorld Orlando, opened 10/2018
Battle for Eire at Busch Gardens Williamsburg, opened 4/2018
InvadR™ at Busch Gardens Williamsburg, opened 3/2017
Antarctica at SeaWorld Orlando, opened 5/2013
Brian David
Media + Interactive Director, MDSX

About Brian
Brian David is a Media Director with experience in multiple disciplines of digital media that service attractions, museums, location-based entertainment, and broadcast media. He has expertise blending the design of physical spaces with immersive digital content through visual thinking, concept development, 2D and 3D animation, and video production / post production. As Media Director, Brian's role includes managing MDSX's digital media staff comprised of designers, editors, 2D and 3D artists, real-time artists, and programmers. Brian possesses the critical talent of merging technical expertise with the creative process. This combination is vital in effectively producing award winning media for clients such as Disney, ABC, Golf Channel, Sea World, and Carnival.

13 years of experience.

Future Proofing
Discovering new technologies + techniques to enhance the guest experience.

"My goal is to use technology to deliver the client's message better."

Experience

Victory Hill Exhibitions
Jurassic World Experience

SeaWorld Parks & Entertainment
Antarctica: Empire of the Penguin, SeaWorld Orlando
Infinity Falls, SeaWorld Orlando

Walt Disney World
Disney Cruise Line Media and Interactives
Disney Christmas Parade Motion Graphics and Compositing
Disney Store Seasonal Projection Content

World Science Forum
Scenic Projection Mapping
About Abby
Abby’s role of Creative Producer involves balancing strategic teams of artists and facilitating the client’s vision. She manages a studio, comprised of show set designers, graphic designers, illustrators, concept designers and on-site art directors to execute stunning guest experiences around the world. Abby’s background derives heavily from show set, interior design and project management in themed entertainment, having worked for Disney, Universal and on project teams at Sea World, Patina Restaurant’s Morimoto Asia, Virgin Voyages Inaugural Ocean Liner, and The Doha Zoo.

Partners
with vast industry vendors/partners to elevate experience

8 years of experience.

"Harnessing the combined strength and abilities of multi-disciplined teams is the most strategic way for MDSX to break down complexities, fast-track innovation and amplify success."

Experience
SeaWorld Parks & Entertainment
Antarctica: Empire of the Penguin, SeaWorld Orlando
Infinity Falls, SeaWorld Orlando
SeaQuest - Ocean Explorer, SeaWorld San Diego

Walt Disney World
Na’vi River Journey, Pandora, Disney Animal Kingdom
Patina Restaurant’s Morimoto Asia, Disney Springs
NBA Experience, Disney Springs

Bluegreen Vacations
The Marquee: Experience, New Orleans
Megan Rojas
Producer, MDSX

About Megan
Megan has many years of experience managing projects for companies such as The Walt Disney Company, Universal Studios, ICR Discovery Center, 3M Health Information Systems, Intel, and many more. She has managed the design development, production and fulfillment of corporate and private events, digital and motion graphics, theme park design and commercial property design development, as well as, multi-year creative campaigns. Her primary skills include managing project budgets, creative briefs, project scheduling, installation, design management, graphic design, art direction, vendor relations and onsite show support. Megan has done multiple international activations for The Walt Disney Company in partnership with Creative Entertainment and has a strong design and media background.

Blue Sky to Reality
Creating unique guest experiences by converting dreams into memories.

Experience
- Walt Disney Parks and Resorts
- The Disney Event Group
- Walt Disney Creative Entertainment
- Intel Retail Edge Program
- Score with Intel Core
- Intel Underground
- ICR Discovery Center
- Science Museum

“Someone who envisions the world as their playground, is someone that will bring fantasies to life.”

12 years of experience.
THE DESIGN PROCESS
BLUE SKY VISIONING, PLANNING AND PROGRAMMING

THE DESIGN PROCESS
STORY CREATION AND GUEST EXPERIENCE PLANNING
UNIQUE AND SITE SPECIFIC PLANNING
DETAIL DESIGN

AQUA AREA TABLES - PLAN
- Color: Pantone 1840 C or similar
- 80.25" side wall holes, approx. 1' apart
- 4 1/4" supports on ends, attached to legs

AQUA AREA TABLES - ELEVATION
- Color: Pantone 1840 C or similar
- 2 1/4" supports on ends, same shape as table above, attached to legs

NOTE:
- Colors specified are base paint
- Color, paint treatment to be specified
- See reference image and provide paint sample for approval

COLORS SPECIFIED ARE BASE PAINT
COLOR, PAINT TREATMENT TO BE SPECIFIED
SEE REFERENCE IMAGE AND PROVIDE PAINT SAMPLE FOR APPROVAL.

THE DESIGN PROCESS

RETAIL

LENDING

25
KEY ART AND VISUALIZATION
THANK YOU

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