



# DAN REED LIGHTING DESIGNER

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## **CAREER SUMMARY**

Dan Reed is a multidisciplinary Creative Designer and Production Lighting Director who has dedicated his life to the intersection of technology and light. With a particular focus on 3D pre-visualization and data integrated production design, Dan has created a 20 year career of 3D rendering and CAD support for large scale automated and LED lighting systems and innovative scenic designs for both himself and in collaboration with the worlds top design firms.

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## **PRODUCTION DESIGN- LIVE BROADCAST MULTI-CAMERA & CONCERTS**

### **HIHAT PRODUCTIONS (2015-2018)**

Duties included 3D scenic design and layout, lighting and video integration, and production pre-visualization animatics for live televised performances, touring concerts and festivals. Lighting duties also included console pre-programming and onsite playback, media server video content management, and onsite production oversight.

*Ciara- American Music Awards 2018, Alessia Cara MTV Asmik Shiroyan EuroVision Prelim 2018, Missy Elliot FYF VMAs 2017, Mary J Blige 2017 BET Awards & Tour Festival Mainstage 2017, Tamar Braxton LA Pride 2015*

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## **LIGHTING DESIGN- LIVE BROADCAST MULTI-CAMERA**

### **FIRST RESPONDERS LIVE FOX (2019)**

Served as Director of Photography/ Lighting Designer for the weekly live studio segments for Season 1 of First Responders Live on Fox. The FRL design included standard studio lighting for standing position and interviews, and included integrated lighting effects to enhance and support augmented virtual reality effects onstage, and emergency poses style sirens effects to bumper shots to commercial breaks.

### **FULLSCREEN STUDIOS (2015-2017)**

Oversaw the conversion of a raw space for an all-LED studio grid system for 10 simultaneous sound stages in Playa Vista CA. Duties included 3D animation and pre-visualization of the studio layout, CAD plate and fixture estimates, structural engineering plans and weight calculations, and the design and programming of the lighting control system.

### **KTLA STUDIOS (2009-2013)**

Lighting direction duties including 3D CAD and lighting schematics for systems control, green screen and trans-lite set lighting, and day-to-day illumination for broadcast news operations, remote ENG shoots and live performances.

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### **ILLUMINATION ADVOCATES (2013-2018)**

Duties included 3D schematic design and previz animation for live performance television and concerts for LD Joshua Hutchings. Game show duties included LED conversion of classic show lighting conditions and CAD documentation.

<i>Sundays w/ Alec Baldwin ABC 2017</i>	<i>Match Game 2017</i>
<i>Ricky Martin Residency Park Theatre Las Vegas 2017</i>	<i>\$100,000 Pyramid 2017</i>
<i>il Divo on Broadway Marquis Theatre NYC 2013</i>	<i>The Noise 2017</i>
<i>America's Got Talent Radio City 2013</i>	<i>Let's Make a Deal 2016</i>

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### **FULL FLOOD INC (2000-2008)**

Coordinated the preparation and distribution of lighting designs for over 500 broadcast and special events including six Emmy winning productions as LDs Bob Dickinson, Bob Barnhart, and Jon Kusner. Production duties included previz animation, CAD plate rendering creation, and fixture estimates for award shows, talk shows, and special events.

<i>Emmy Awards 2000-2008</i>	<i>Olympic Opening Ceremony Salt Lake 2002</i>
<i>Grammy Awards 2000-2008</i>	<i>Olympic Opening Ceremony Athens 2004</i>
<i>Academy Awards 2000-2008</i>	<i>Democratic National Convention 2004</i>
<i>Tony Awards 2000-2008</i>	<i>Democratic National Convention 2008</i>
<i>Golden Globes 2000-2008</i>	<i>So You Think You Can Dance 2005-2008</i>
<i>Kennedy Center Honors 2000-2008</i>	<i>The Ellen Show 2003-2008</i>
<i>Memorial Day and 4th of July DC 2000-2008</i>	<i>The View 2000-2008</i>
<i>Fords Theatre 2000-2008</i>	<i>The Today Show 2006</i>
<i>Superbowl Half-time Shows</i>	<i>Miss Universe Pageant 2008</i>
<i>U2, Prince, Rolling Sones, Tom Petty, Aerosmith</i>	<i>Victoria Secret Fashion Show- 2003, 2005-2008</i>

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## THEMED ARCHITECTURAL DESIGN

### **GLOBAL VILLAGE CARNAVAL DUBAI (2019-2020)**

Lighting design consisted of a new distributed art-net network for 37 poles in their fairground-style midway, and a new light pole canopy and sky-tracker design to protect the gear from the elements without the use of eco-domes. The project also included a new light show to accompany the parks nightly fireworks presentation, as well as some new special looks for the UAE National Day, Chinese New Year, and other major holidays in preparation for Expo 2020.

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### **IMG WORLDS OF ADVENTURE DUBAI (2014-2016)- CD+M LIGHTING DESIGN GROUP**

Lighting design and programming for dark rides and attractions included *Avengers Battle of Ultron, Hulk Epsilon Base 3D, Spider-Man Doc Ock's Revenge, Thor Thunder Spin, The Velociraptor, Forbidden Territory, Adventure Time Ride of OOO w/ Finn and Jake, and the The Haunted Hotel*. Duties included original concept and schematic design submittals, rigging and catwalk redline drawings and consultation, fixture, relay and dimming estimates and schematics, onsite crew management for fixture placements, focusing and programming, and final design documentation.

### **LEGOLAND MALAYSIA (2012) CD+M LIGHTING DESIGN GROUP**

Onsite lighting design & final focusing of the attraction, retail, and architectural lighting elements for Legoland's 1st "night-time" park in Johor Bahru, Malaysia.

### **FERRARI WORLD ABU DHABI (2010) CD+M LIGHTING DESIGN GROUP**

Duties included custom animation, pre-visualization and onsite programming of the exterior architectural LED systems for "Tron light-cycle" style effects across the facade mullions of the building. The project required media content creation and management and Barco XVS programming specific the time of day sequences, with high energy pulses during working hours and low emitting and power conserving options for overnight operations.

### **OLYMPIC SWIM PAVILION/ HAPPY MAGIC WATER CUBE, BEIJING (2010) CD+M LIGHTING DESIGN GROUP**

Onsite oversight for the retrofit of the Olympic Swim Pavillion in Beijing China into the worlds largest water park- The Happy Magic Water Cube. Duties included onsite crew management for fixture placement, focusing, programming, and final documentation for the Olympic lobby's conversion into an underwater sea experience.

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### **MARVEL AVENGERS S.T.A.T.I.O.N. TIMES SQUARE NYC (2014) VICTORY HILL EXHIBITIONS**

Duties including full electrical department production support including schematic design, estimates and fixture procurement, labor contracts and final integration and programming.

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## PROJECT MANAGER- AUTOMATED LIGHTING

### **VLPS- VARI-LITE PRODUCTION SERVICES (1997-2000)**

Duties included on-site layout configuration of large automated lighting systems and crew management for award shows, special events, and televised "one-offs". Position required knowledge of Vari-Lite's still-then patented proprietary software and lighting systems, which included gigabit networking and bi-directional communication, schematic design and interpretation, sub-component testing and motor/servo repair coupled with onsite systems layout and supervision.

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## SKILL SETS

VFX CAD & Pre-viz	Vectorworks Spotlight & Vision, Adobe Suite, Cinema 4D, Houdini, Katana Gaffer Three, Import/Export experience with Rhino, Revit, Unreal Engine
Digital Content & Media Servers	Green Hippo, Magic Vis, Adobe CC Adobe After Effects, Photoshop
Console Programming	Chamsys MagicQ, Whole Hog, ETC Ion, Eos, Expression, Express
Web Conferencing & File Sharing	BlueJeans, Snagit, Skype, Bluebeam, Zoom, Hightail, Dropbox, Google Drive

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## EDUCATION

Cal Poly Pomona	BA, 1995 Lighting Design	Pomona, CA
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## REFERRALS

Martha Dempson	Open Fist Artistic Director	martha.demson@gmail.com	310.614.6759
Dave Thibodeau	Full Flood Lighting Director	dave@fullflood.com	323.665.6868
Rick Pizante	Production Executive	richardapizante@me.com	626.379.5056

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## EMMY AWARD- MULTI CAMERA LIGHTING DESIGN, CERTIFICATE OF CONTRIBUTION

2001-2002 Assoc. Lighting Director	2002 Salt Lake Olympic Opening Ceremonies
2002-2003 Assoc. Lighting Director	75th Academy Awards
2003-2004 Assoc. Lighting Director	46th Grammy Awards
2004-2005 Assoc. Lighting Director	2004 Athens Olympic Opening Ceremonies
2006-2007 Coord. Lighting Director	49th Grammy Awards
2007-2008 Coord. Lighting Director	50th Grammy Awards

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