

# DAN REED

## SENIOR PROJECT MANAGER LIGHTING DIRECTOR



With project management, budgeting and AVLX production experience, Dan Reed brings a number of skill sets and technologies gathered from wide variety of media platforms and experiential activations spanning the architectural lighting, theme park and live broadcast design industries.

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### SIX FLAGS QIDDIYA 2024-2026

#### LIGHTING DIRECTOR

- Joined LightTouch LTE in Dubai as a seconded consultant to AtkinsRealis to provide post-contract lighting programming and commissioning at Six Flags Qiddiya, Saudi Arabia.
- Responsibilities include architectural and theatrical lighting fixture specification, ETC Mosaic and Paradigm park wide lighting controls supervision, review of RFI and material submittals, and ride and show lighting integration.
- Duties also include technical direction and design oversight of the lighting and SFX for the parks live nightly "Citadel" show production.

### GOLDEN GLOBES NOMINATIONS 2024-2025

#### LIGHTING DIRECTOR

- Lighting design services provided for the annual the live broadcast nomination announcement from Beverly Hilton for Dick Clark Productions.
- Duties included CAD layouts of the lighting and rigging systems, onsite lighting direction and focusing, lighting color temperature and lighting level lux measurements, and cue building supervision and execution.

### FERRARI WORLD "OFFICINA MARANELLO" 2025

#### PRODUCTION DESIGNER AND TECHNICAL DIRECTOR

- Partnered with Evolution Global and Miral for a live cirque performance in the Red Theatre at Ferrari World, Abu Dhabi.
- Production design included 3D CAD layout of all audio, scenic, lighting, video and SFX elements.
- Duties included onsite technical direction of rigging points and soft goods, lighting direction, cue building and show systems integration.

### LIWA VILLAGE ABU DHABI 2022-2024

#### HEAD OF TECHNICAL AND AVL DESIGN

- Partnered with the experiential marketing company Avantgarde for two seasons as Head of AVLX Technical in charge of architectural and theatrical lighting, audio, video and IT.
- Duties included detailed layouts, schematics and 3D renderings for a 5M AED budget and 30000 sq meter event space built and disassembled in the desert within 4) months time, with management of all AVLX vendors invoices and purchase orders through its design, bid and construction phases.
- Production elements included a 50M wide x 10M high live stage, a 625 sq meter immersive dining experience, and a park wide architectural design of theme poles with audio, lanterns and security cameras placed throughout the event area, and park-wide Dante audio system.

### ARRI LIGHTING 2021

#### PRODUCT MANAGER

- Served as US Product Manager Lighting Networks, Software and Controls at ARRI Lighting, reporting to the Head of Product Management in Germany.
- Worked to incorporate emerging trends in new technology such as GDTF and MVR into virtual cinematography, and served a role in the planning, development, introduction and life cycle management of new and existing ARRI lighting products.
- Assisted in researching light sources and technology, coordinated product beta testing, and conducted market research to integrate customer needs into product concepts and solutions.
- Duties included Jira / Kanban board management and third party software developer oversight for the Arri Photometrics and Stellar IOS & Android applications.

### GLOBAL VILLAGE DUBAI 2019-2020

#### LIGHTING DESIGNER

- Consultant at Global Village Dubai to create a new night-time lighting experience for their 40000 sq meter rides and attractions area, in preparation for their 25th Anniversary Season and the expected new visitors visiting the UAE for Worlds Expo 2020.
- Project scope included the creation a park-wide lighting network of over 120 dmx connections to 40 ARTNET devices placed in 17 ticket booths and power rooms situated throughout the Carnival area, in order to provide synchronized control of over 200 moving lights and over 30,000 patched channels of led fixtures.
- Design elements also included an original pole canopy to support a new vertical skytracker lighting position and to protect the moving lights from rainfall and direct sunlight, the hardware specification and software programming for centralized lighting effect playback for a number of ride triggers, and the networking and programming of nearly a 1KM of digital RGBW LED festoon strings.
- Project required over a year of onsite consultation and both park crew and 3rd party vendor supervision, and included specialized themed lighting programming for dozens of major holidays, the weekly firework shows, and for scheduled daily park operations.

### FIRST RESPONDERS LIVE- FOX 2019

#### DP/ LIGHTING DESIGNER

- Served as Director of Photography and show programmer for the weekly live studio segments for the national broadcast of Season 1 of First Responders Live on Fox.
- Show design elements included integrated lighting effects to enhance and support augmented virtual reality maps and information created by Unreal Engine in real time.
- Managed a \$150K lighting budget and oversaw all union labor crew booking, scheduling, and supervision.
- Tasks included color balanced studio lighting for standing positions and guest interviews, and simulated emergency response siren effects for bumper shots to commercial breaks.

### HI-HAT PRODUCTIONS 2015-2019

#### PRODUCTION DESIGNER

- Duties included 3D scenic design and layout, lighting and video integration, and production pre-visualization animatics for live televised performances, touring concerts and festivals.
- Responsibilities also included console pre-programming and onsite playback, media server video content management, and onsite production oversight
- Productions included *Ciara American Music Awards 2018*, *Missy Elliot FYF Festival Mainstage 2017*, *Alessia Cara MTV Video Music Awards 2017*, *Mary J Blige- BET Awards 2017 and 2017 Tour*, *Asmik Shiroyan EuroVision 2018*, *Tamar Braxton- LA Pride 2015*

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| <b>ILLUMINATION<br/>ADVOCATES</b><br>2013-2018            | <b>LIGHTING DIRECTOR</b> <ul style="list-style-type: none"> <li>Duties included 3D schematic design and previz animation for multi-camera live performance television and concerts, and included LED conversion of classic show lighting conditions and CAD documentation.</li> <li>Productions with Lighting Designer Josh Hutchings include <i>All in- Ricky Martin at the Park Theatre, Las Vegas</i>, games shows such as <i>Lets Make a Deal, \$100,000 Pyramid, and Beat the Clock</i>, and live productions such as <i>America's Got Talent at Radio City Music Hall, AGT Judgment Week NYC 2014, and IL Divo- A Musical Affair at the Marquis Theatre, NYC.</i></li> </ul>  |
| <b>FULLSCREEN<br/>STUDIOS</b><br>2015-2017                | <b>DP/ LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Oversaw \$100K of lighting purchasing for the conversion of a raw 7000sq ft space for an all-LED studio grid system for 10 simultaneous sound stages in Playa Vista CA.</li> <li>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 CAT-6 based lighting control system.</li> <li>Individual "looks" for OTT podcasts were created for <i>Shane and Friends with Shane Dawson and Jessie Buttafuoco, Zall Good with Alexis G. Zall, Apologies in Advance w/ Andrea Russett, Going Raw w/ Tim DeLaGhetto, and Psychobabble with Tyler Oakley and Corey Kuhl, Explain Things to Me, and Slumber Party.</i></li> </ul>  |
| <b>IMG WORLDS<br/>OF ADVENTURE<br/>DUBAI</b><br>2014-2016 | <b>LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Spent two years as the primary Lighting Designer and six months onsite as programmer for the parks dark rides and attractions as a theatrical consultant with the CDM Lighting design firm.</li> <li>Duties included original concept and schematic design submittals, fixture rigging and catwalk redline drawings and consultation, power, relay and dimming estimates and schematics, onsite crew management for focusing, programming and final design documentation.</li> <li>Ride designs included <i>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.</i></li> </ul>   |
| <b>MARVEL<br/>AVENGERS<br/>S.T.A.T.I.O.N.</b><br>2014     | <b>LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Duties including full electrical department production support including schematic design, estimates and fixture procurement, labor contracts and final integration and programming for Victory Hills Marvel's AVENGERS S.T.A.T.I.O.N. Interactive Exhibitions LLC. at Discovery Center Times Square NYC.</li> </ul>  |
| <b>KTLA<br/>STUDIOS</b><br>2009-2013                      | <b>LIGHTING DIRECTOR</b> <ul style="list-style-type: none"> <li>Duties included 3D CAD and lighting schematics for systems control, green screen and trans-lite set lighting, and day-to-day studio illumination for broadcast news operations, remote ENG shoots and live performances.</li> </ul>   |
| <b>LEGOLAND<br/>MALAYSIA</b><br>2012                      | <b>LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Onsite lighting direction for Legoland's 1st "night-time" park in Johor Bahru, Malaysia with CDM Lighting Design.</li> <li>Project scope include vendor supervision, dark ride programming and final focusing for the parks landscape, retail and F&amp;B outlet lighting.</li> </ul>   |
| <b>BEIJING WATER<br/>CUBE</b><br>2010                     | <b>LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Provided onsite oversight for the retrofit of the Olympic Swim Pavillion in Beijing China into the worlds largest indoor water park- The Happy Magic Water Cube.</li> <li>Design elements included overhead dichroic blue bay lighting and the use of lighting gobos for projected fish and kelp shadows.</li> <li>Duties included onsite crew management for fixture placements, focusing and programming, and final design documentation for the Olympic lobby's conversion into a family park underwater sea experience.</li> </ul>  |
| <b>FERRARI<br/>WORLD<br/>ABU DHABI</b><br>2009            | <b>LIGHTING DESIGNER</b> <ul style="list-style-type: none"> <li>Duties included custom animation, pre-visualization and onsite programming of the exterior architectural LED systems for "Tron light-cycle" style effects across the facade millions of the building.</li> <li>The project required media content creation and management and Barco XVS programming for specific time of day sequences, with high energy pulses during working hours and low light emitting and power conserving options for overnight operations.</li> </ul>   |
| <b>FULL FLOOD<br/>INC.</b><br>2000-2008                   | <b>LIGHTING DIRECTOR</b> <ul style="list-style-type: none"> <li>Coordinated the preparation and distribution of lighting designs for over 500 broadcast and special events including six Emmy winning productions for LDs Bob Dickinson, Bob Barnhart, and Jon Kusner.</li> <li>Production duties included previz animation, CAD plate rendering creation, and fixture estimates for award shows, talk shows, and special events.</li> <li>Productions included <i>Academy Awards, Grammy Awards, Emmy Awards, Tony Awards, Golden Globes, Kennedy Center Honors, Memorial Day and 4th of July DC, Fords Theatre 2000- 2008. Superbowl Half-time Shows with U2, Prince, Rolling Sones, Tom Petty, Aerosmith. Olympic Opening Ceremony Salt Lake 2002, Olympic Opening Ceremony Athens 2004, Democratic National Convention 2004 &amp; 2008, So You Think You Can Dance 2005-2008, The Ellen Show 2003-2008, The View 2000-2008, The Today Show 2006, Miss Universe Pageant 2008, Victoria Secret Fashion Show- 2003, 2005-2008</i></li> </ul> |
| <b>AWARDS</b>   | <b>EMMY AWARD MULTI CAMERA LIGHTING DESIGN<br/>CERTIFICATE OF CONTRIBUTION</b> <ul style="list-style-type: none"> <li>2001-2002 Assoc. Lighting Director 2002 Salt Lake Olympic Opening Ceremonies</li> <li>2002-2003 Assoc. Lighting Director 75th Academy Awards</li> <li>2003-2004 Assoc. Lighting Director 46th Grammy Awards</li> <li>2004-2005 Assoc. Lighting Director 2004 Athens Olympic Opening Ceremonies</li> <li>2006-2007 Coord. Lighting Director 49th Grammy Awards</li> <li>2007-2008 Coord. Lighting Director 50th Grammy Awards</li> </ul>   |

## SKILLS

Ride and Show Design, Live Broadcast Design, Product Management, Lighting Direction, Project and Event Management, Technical Direction, Production Design & Scenic Renderings, Fabrication Layouts, 3D CAD/ BIM, Pitch Decks, AEC & RFP Submittals, LED Wall and Video displays, Media Servers & AV Systems

## SOFTWARE

Vectorworks, Twinmotion, GDTF/ Datasmith for Unreal Engine, AutoCAD, Jira/ Asana, ETC Systems, QLAB, Resolume, Adobe After Effects, Photoshop, Illustrator, InDesign, MS Office / Teams, Google Docs and Analytics, Discord/ Slack

## LIGHTING SOFTWARE

Chamsys, ETC Systems, OSC, DMX, sACN/ Art-net Networking, DALI, Low Voltage Systems & Triggers, Theatrical & Architectural Lighting Controls

## EDUCATION

California State Polytechnic Pomona CA  
BA Theatre  
June 1995

## PORTFOLIO

[PDF- 49mb Download Link](#)

## PRODUCTION LIST

[PDF- 289k Download Link](#)

## VIDEO REEL

<https://youtu.be/UJZuZPlqyEc>