



McKENNA KREILING

● PORTFOLIO



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Savannah, GA

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November 2024

EDUCATION

GET TO KNOW ME BETTER

M.F.A. Themed Entertainment Design

Savannah College of Art & Design - Expected May '25

B.A. Theatrical Design & Technology and

Theatre: Directing & Dramaturgy

Philosophy minor

North Central College '23



WHAT I BELIEVE

VISION

I believe in the transformative power of **accessible** arts and entertainment to create a more inclusive society where everyone, regardless of ability, can fully participate and express themselves.

With a background in theater, I'm all about designing experiences that connect and resonate, whether it's through leading teams, creative development, or fabrication. I'm passionate about entertainment on a variety of levels, and look to advocate for accessibility through design on all projects.





EST. 1890
VIDALIA
GEORGIA | SCADpro

VIDALIA ONION MUSEUM REDESIGN

ONION MUSEUM REDESIGN

SCADPRO X CITY OF VIDALIA
FALL 2024



SCADpro



Project Manager

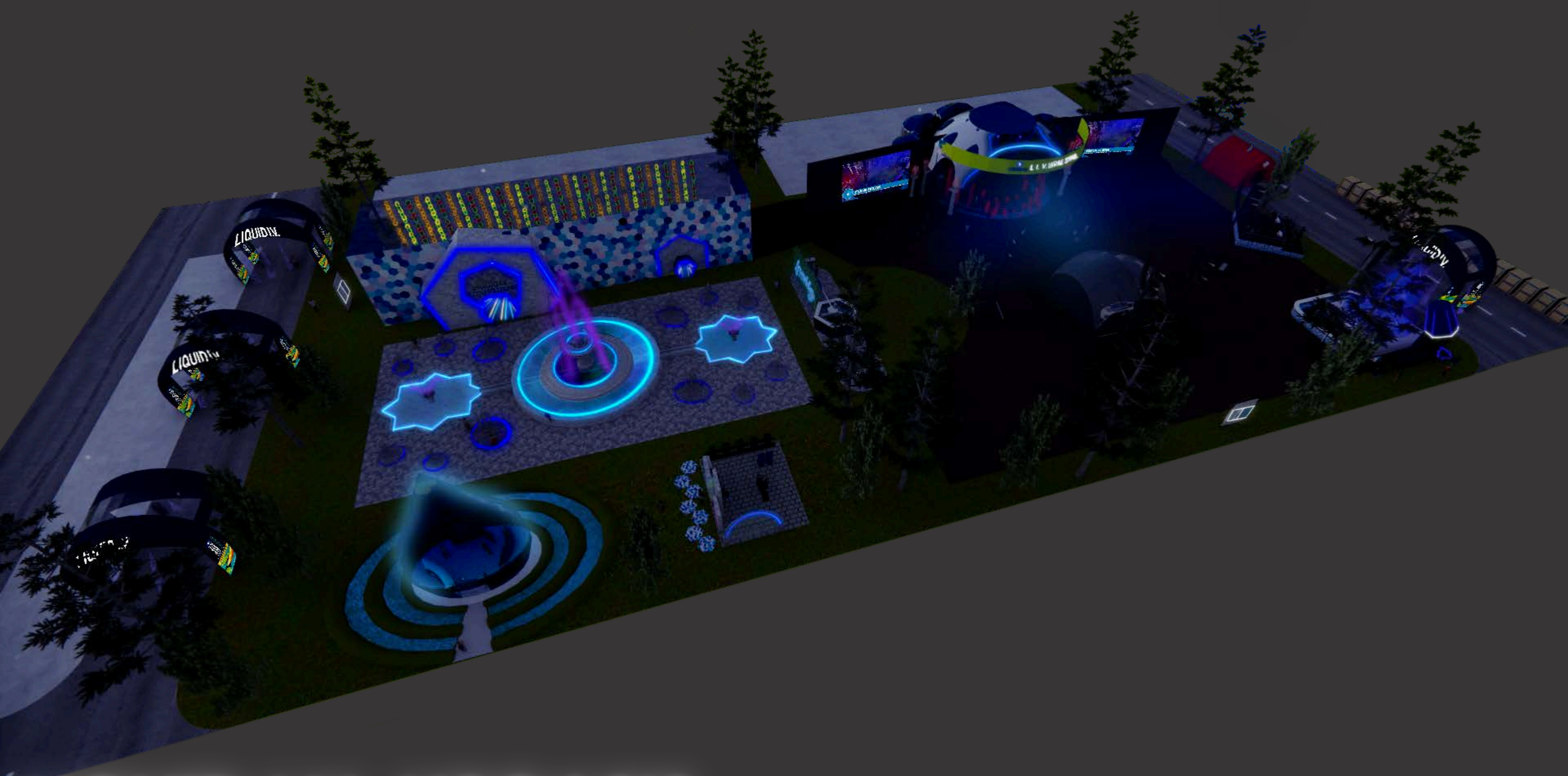
- Led a team of 17 for 10 weeks
- Team organization
- Food & beverage
- Deadlines
- Field trips
- Client contact

Final Presentation Design

- Led rehearsal & presentation days
- Team's primary presenter
- Facilitator for Q&A sessions
- Experiential walkthrough
- Onion potluck

Sound Design

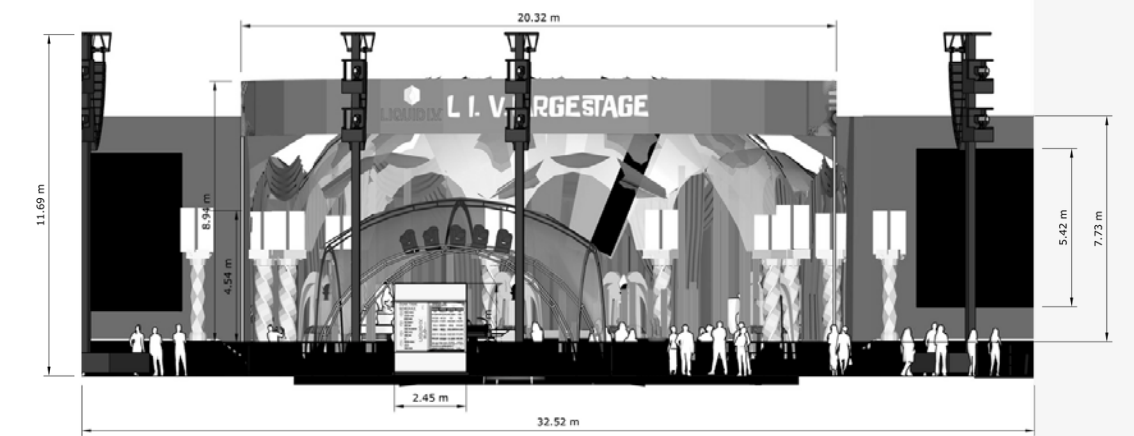
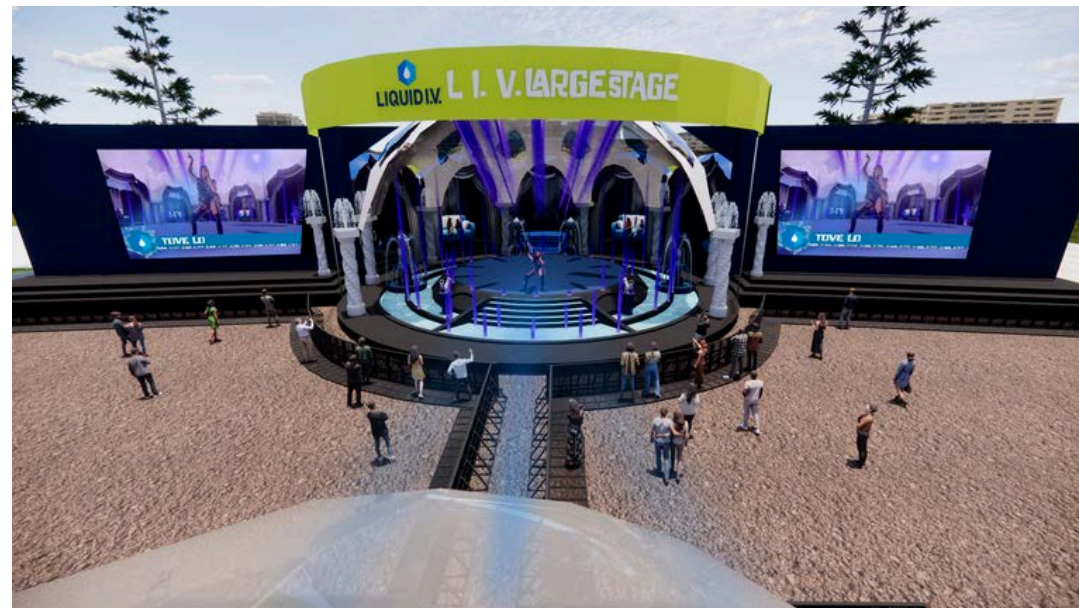
- Develop engaging sound environments & historical interactive elements
- Consult on history audio tour
- Focus on accessibility



LIQUID I.V. H2OASIS

LIQUID I.V. H2OASIS

THED 765 - SUPERVISED BY SCOTT LAROCCA
FALL 2024



Festival Overlay

- Graphic design & elements based on Lollapalooza identity
- Set in Grant Park
- Emphasize music & festival

Brand Theming

- Develop story & theme using Liquid I.V.'s mission
- Themed interactives & components
- Elevate the brand

Modeling

- 3D model stage
- 3D model surrounding environment
- 3D model 7 components, with multiple interactives within each



THIS AWARD GOES TO

**Dominique
Dutertre**

87% Expansion
of Brand

Up Next...

Jessie Smith

*Annual Celebration
Ceremony*

Brand Expansion Award



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Up Next...

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CORPORATE DESIGNS

PRODUCTION ASSISTANT

INTERNSHIP WITH CENTERSTAGE PRODUCTIONS
SUMMER 2024



 centerstage



2025 Lincoln Navigator

- Production Assistant
- 2025 Lincoln Navigator reveal
- Film shoot
- Interior redesign
- Celebrities & VIPS



Corporate Designs

- Gound plans
- 3D model show packages
- Rendered design concepts
- Temporary & branded



NFL Super Bowl House

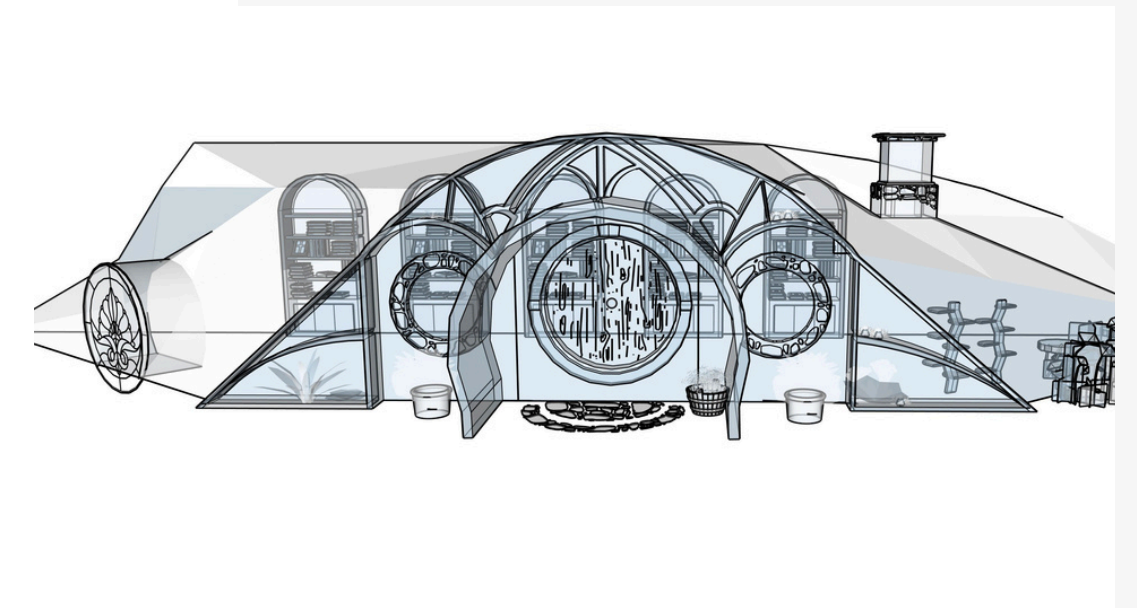
- Design VIP experience for 2025 NFL Super Bowl House
- Immersive & exclusive environment
- Celebrities & VIPs
- Brand & location overlay



GOSSAMER GROVE

GOSSAMER GROVE

FOR THE STORYLAND LOCATION-BASED DESIGN COMPETITION
SUMMER 2024



Concept Development

- Repurpose vacant department store into a fairy-themed third space
- 13 spaces, including attractions, retail outlets, & eateries
- Merges leisure & commerce

Master Planning

- Design layout for 50,000 square-ft department store
- Space allocation
- Determine dimensions for individual sections

3D Modeling

- 3D model of 7 retail structures
- 3D model main entrance
- Photorealistic renderings in Enscape



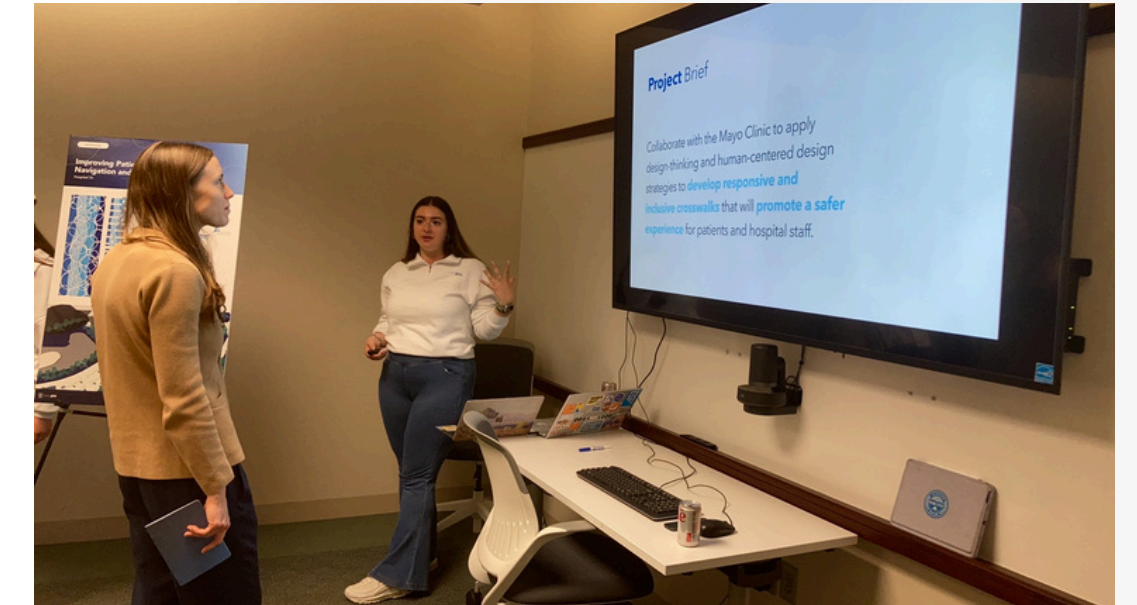
MAYO CLINIC: CROSSWALK INNOVATION

CROSSWALK INNOVATION

SCADPRO X MAYO CLINIC
SPRING 2024



SCADpro



Co - Project Manager

- Led a team of 15
- 10-week project
- Manage client interaction
- Ensure smooth communication between the team & stakeholders

Team Building

- Catering services
- Food & beverage logistics
- Organize outings & activities

Presentation Preparation

- Team's primary presenter & storyteller
- Facilitate Q&A sessions between client & team



GLOOM

GLOOM

FAN MUSIC VIDEO FOR THE SONG GLOOM BY DJO
SPRING 2024



Production

- Oversaw casting
- Manage reports
- Coordinated all onboarding



Management

- Led a team of 10
- 6-week production period
- Three-day shoot
- Manage timelines, resources, & team logistics



Location Scouting

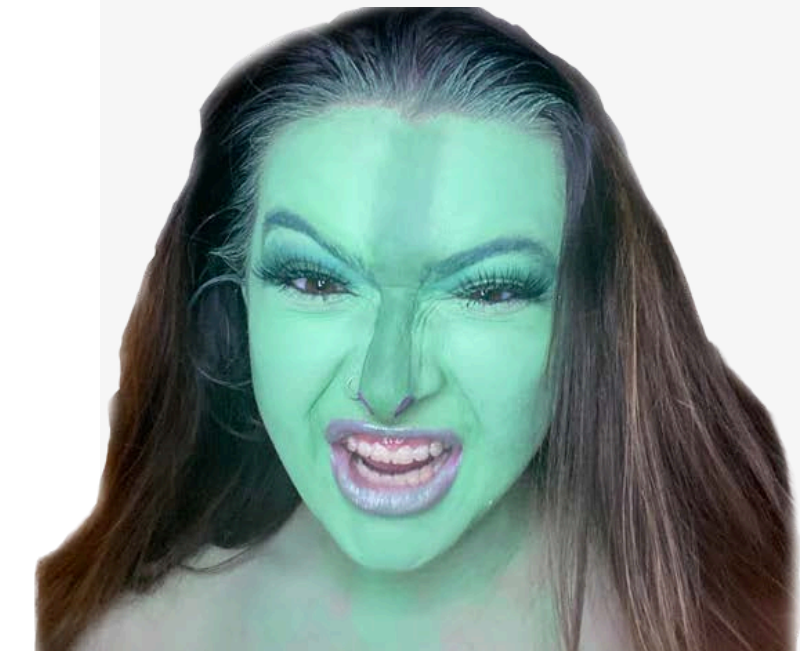
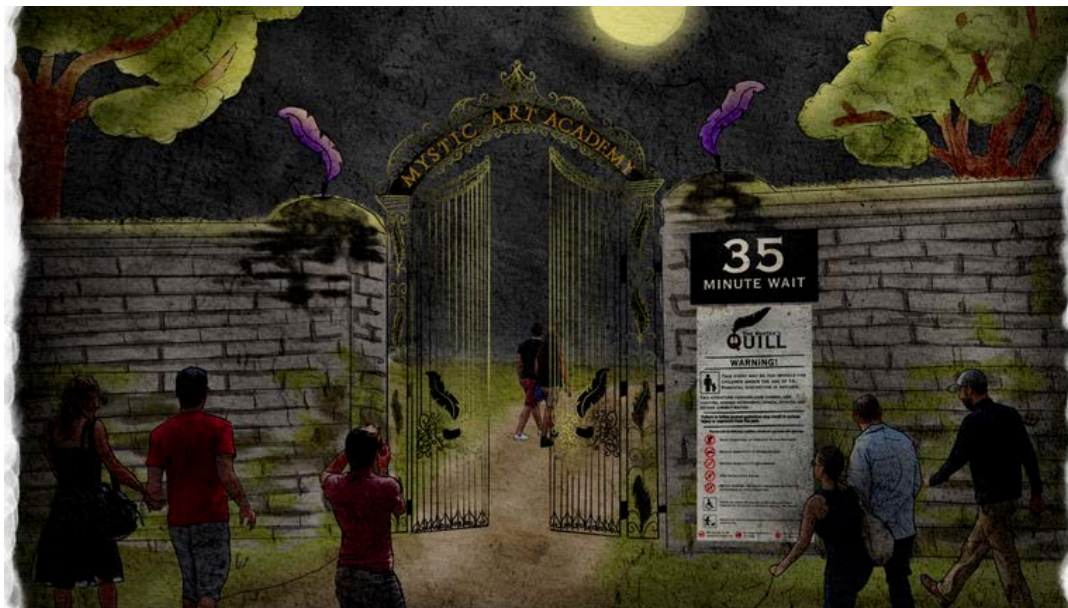
- Secured locations for each scene
- Manage the permit application process



THE MASTER'S QUILL

THE MASTER'S QUILL

FOR THE HAUNT COMP DESIGN COMPETITION
SPRING 2024



Concept Development

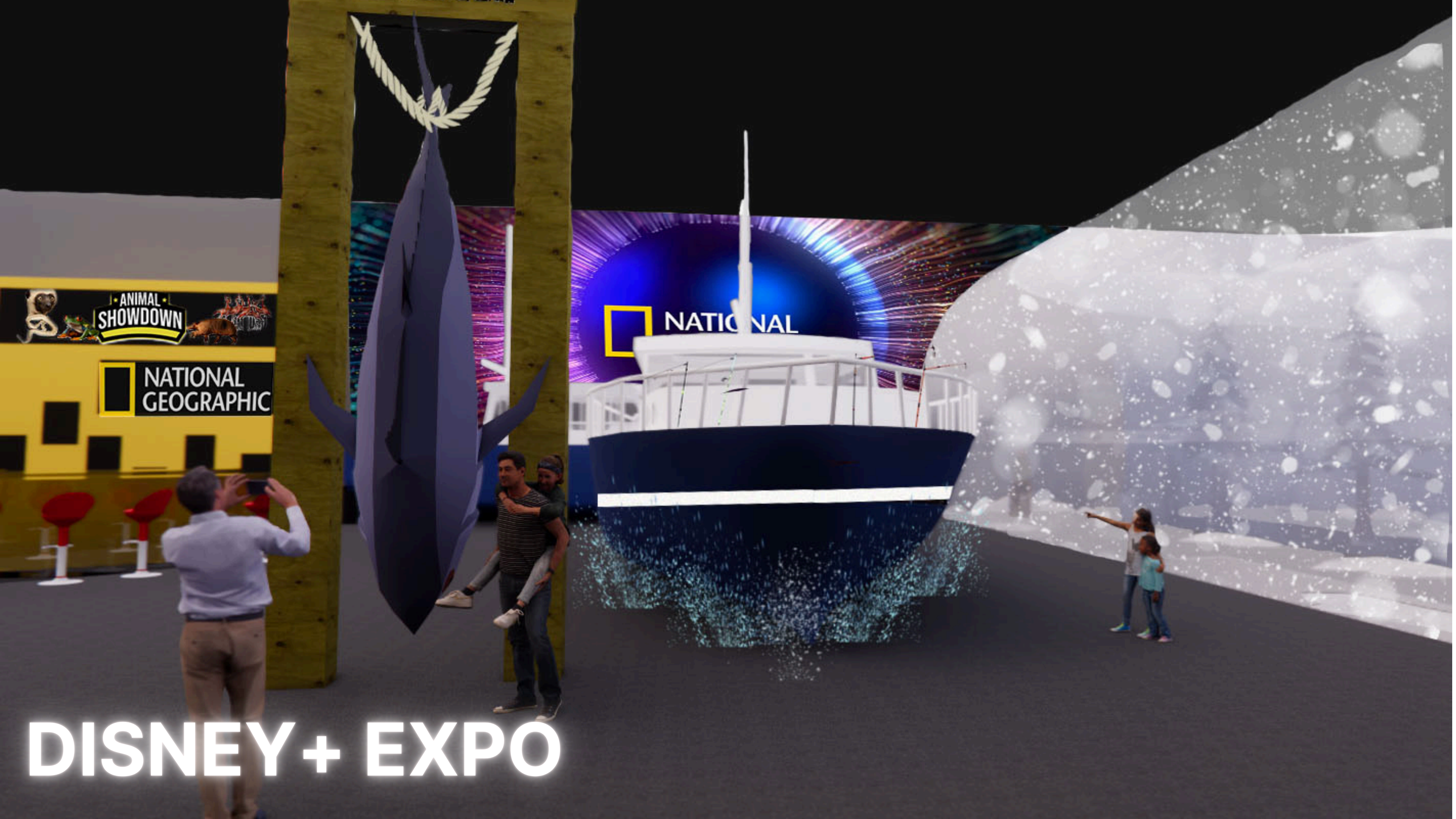
- Develop a story about a magical quill that can create life only by taking life, with the ink drawn from blood
- Designed and built an immersive haunt, a themed queue area, & a retail booth

Character Design

- Design eight characters
- Incorporate them into visual development
- Visual design for food & beverage, temporary tattoos, & merchandise

Hair & Makeup Design

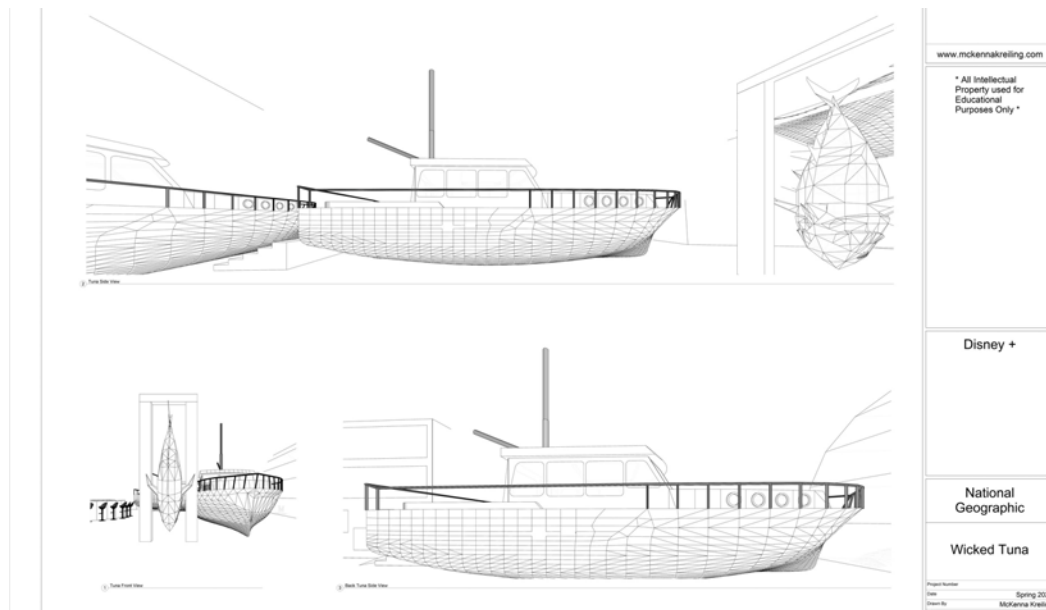
- Design hair & makeup for two of our scare characters
- Perform test applications to ensure each design was both visually impactful & practical



DISNEY + EXPO

DISNEY+ EXPO

THED 735 - SUPERVISED BY BILL GORGENSON & MATT CONOVER
SPRING 2024



Modeling

- 3D model National Geographic section with 9 components
- 3D model The Simpsons section with 9 components

Rendering

- Photorealistic rendering in Enscape
- Refine final images in Photoshop & Procreate

Merchandise & Menu Design

- Develop merchandise collection
- Detail themed menus for each quick-service restaurant and bar



THE WOLVES

THE WOLVES

NORTH CENTRAL COLLEGE SENIOR THESIS PROJECT
SPRING 2023



Talent Sourcing

- Cast of 13 with 2 understudies
- Production team & crew of 17

Direction

- 90-minute play
- One-weekend run
- Oversaw all production aspects

Production

- Filmed three of four shows
- Coordinate & implement marketing campaign
- Organized themed photoshoot to produce engaging promotional materials & headshots



STAGE MANAGEMENT

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VARIOUS THEATRICAL PRODUCTIONS

2021 - 2022



Next to Normal

Production Schedule: 20 weeks

Cast Size: 9

Crew Size: 5

Pit Orchestra Size: 6



Tristan & Iseult

Production Schedule: 16 weeks

Cast Size: 7

Crew Size: 11

*Stage Manager & Assistant Director



Cardinal Cabaret

Production Schedule: 8 weeks

Cast Size: 8

Crew Size: 5

Recorded for streaming



THANK YOU

● LET'S GET TO WORK ;)

