



ALEXANDER  
NADEAU

*Hi! I'm Alex!*

I was born in Waterloo, Canada, where my passion for design and the arts began. Traveling the world throughout my life has given me valuable insight into how people from different cultures consume the content we create as designers. I began my studies at the University of Waterloo in the Global Business and Digital Arts program, gaining a strong foundation in business management, entrepreneurship, and international business. I completed my BFA in Emerging Media - Graphic Design at the University of Central Florida, where I am now pursuing an MFA in Themed Experience, focusing on worldbuilding, visual storytelling, and and bringing designs from concept to construction for real-world themed environments.

Throughout my career, I've worked in teams to design experiences, products, and applications that blend creativity and innovation. These collaborations have allowed me to push the limits of what's possible in the intersection of art, design, and technology, while continuing to grow my passion for immersive storytelling and design.



### Education:

#### **Concept Development / Graphic Design**

Immersive Design Academy - 2026

#### **MFA Candidate - Themed Experience**

University of Central Florida

Fall 2023 - Present, Expected Graduation - Spring 2027

#### **BFA Emerging Media - Graphic Design**

University of Central Florida

Graduated Spring 2023 - Dean's List

#### **BFA Global Business & Digital Art**

University of Waterloo - Canada

Transferred to UCF - Fall 2020

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# UCF Celebrates the Arts Installation - "United in Creativity"

## Technical Direction - Fabrication - Design

*United in Creativity* was a large-scale collaborative installation created for UCF's annual Celebrates the Arts festival. As Technical Director, I conceptualized, modeled, and fabricated the display structures for all six design teams, providing each team with a physical foundation to then design and build their individual pieces upon. Each display needed to be both structurally sound and visually cohesive for six different teams to bring their own creative visions to life. Alongside this work, I also designed the themed experience display with Dallas Kirkland.



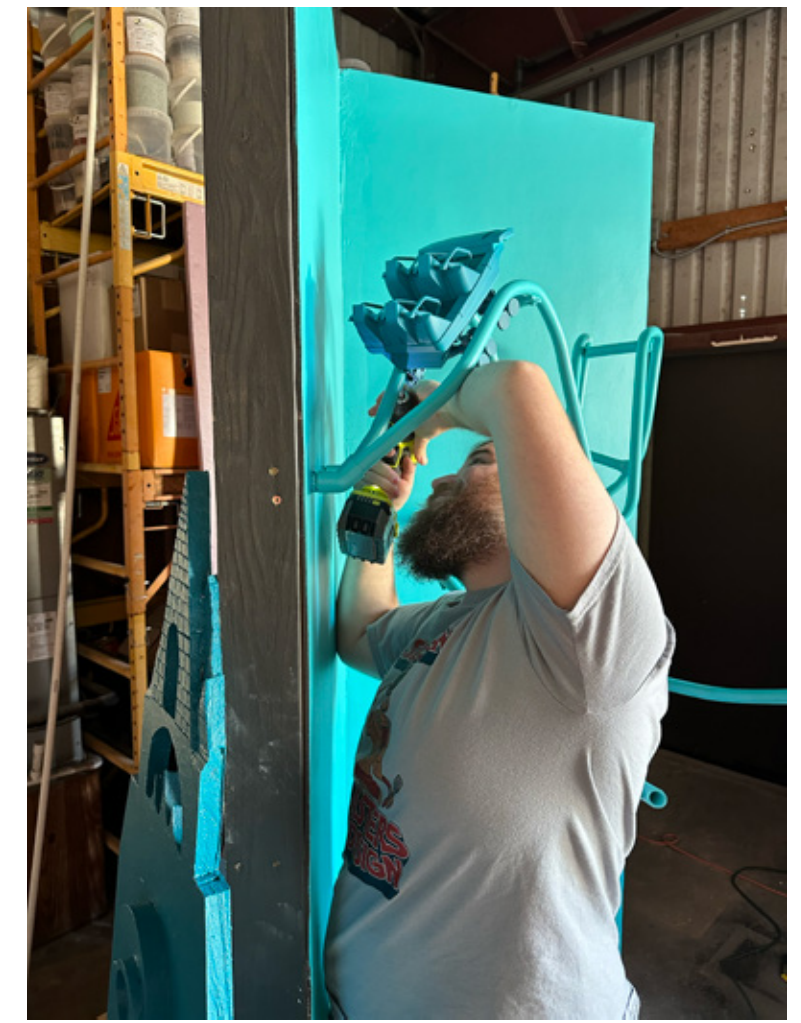
UNITED IN CREATIVITY - RHINO CONCEPT DESIGN



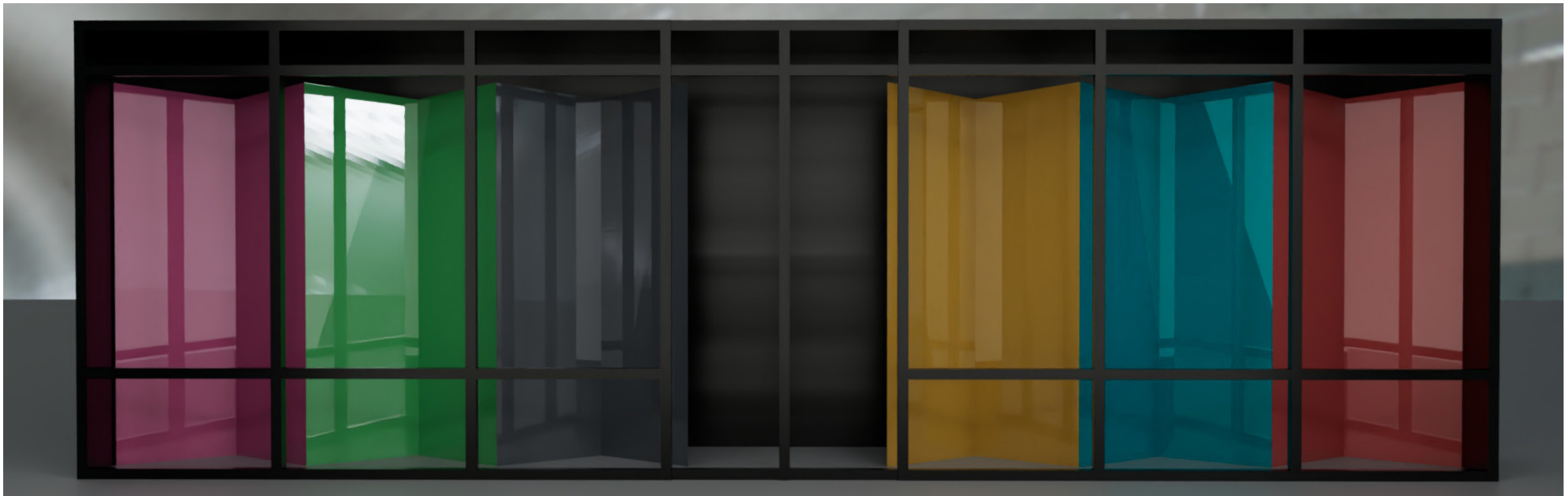
FINAL TOUCHUPS - THEMED EXPERIENCE DISPLAY



UNITED IN CREATIVITY - COMPLETED DISPLAY - 55W ORLANDO



**UNITED IN CREATIVITY - FABRICATION PROCESS PHOTOS**



**UNITED IN CREATIVITY - ORIGINAL CONCEPT MODEL - MAYA**

# CASTO Creative - Material Matters Masterclass Scholarship Recipient

## Rock Work - Painting Techniques - Airbrushing

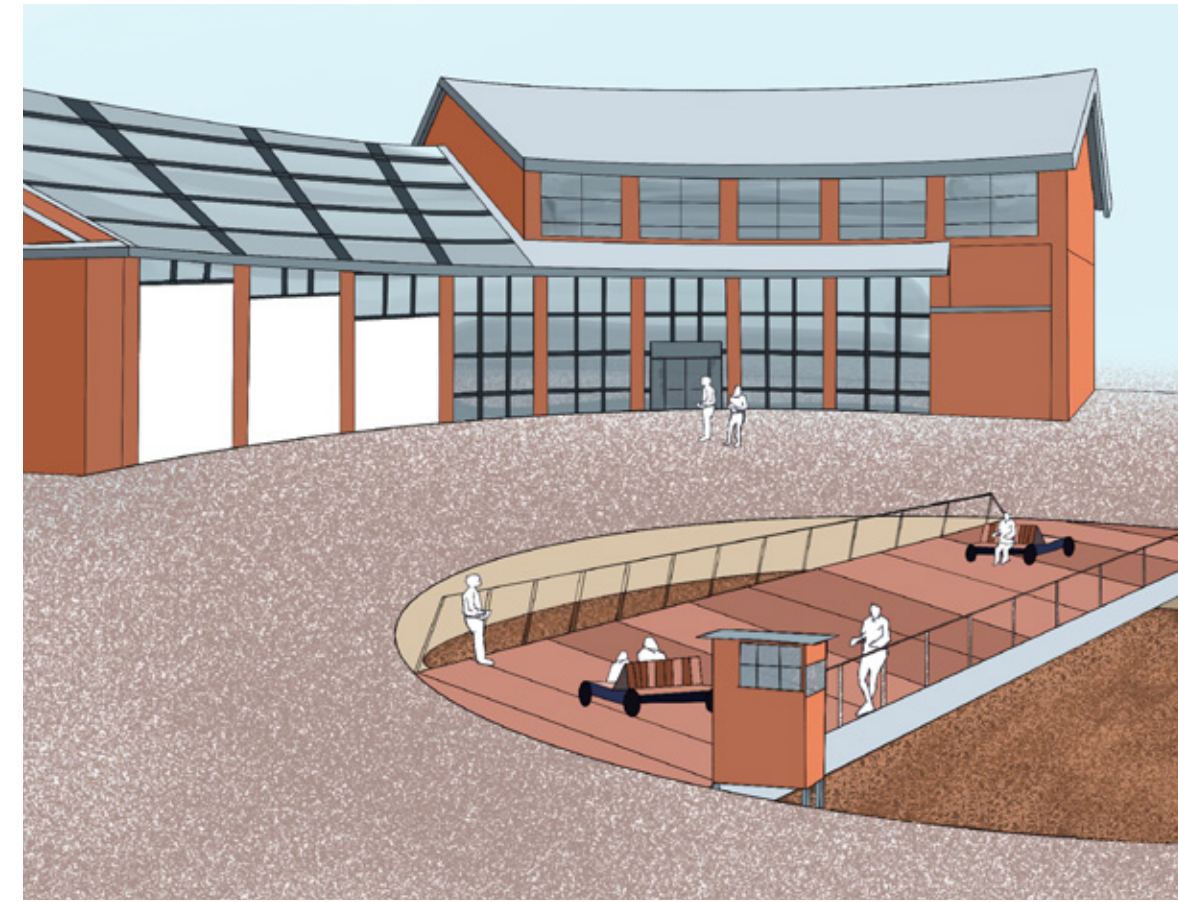
“Material Matters” is a four-day immersive training course by CASTO Creative, giving students hands-on experience with the materials used in the industry. The curriculum spans concrete foundations, sculptural overlays, paint and stain artistry, and advanced resinous coatings. I focused on rockwork sculpting and themed paint techniques, learning to carve, texture, and layer color onto vertical surfaces to achieve convincing natural finishes. I was also selected as one of only two students to receive dedicated instruction in airbrushing techniques across a range of materials.



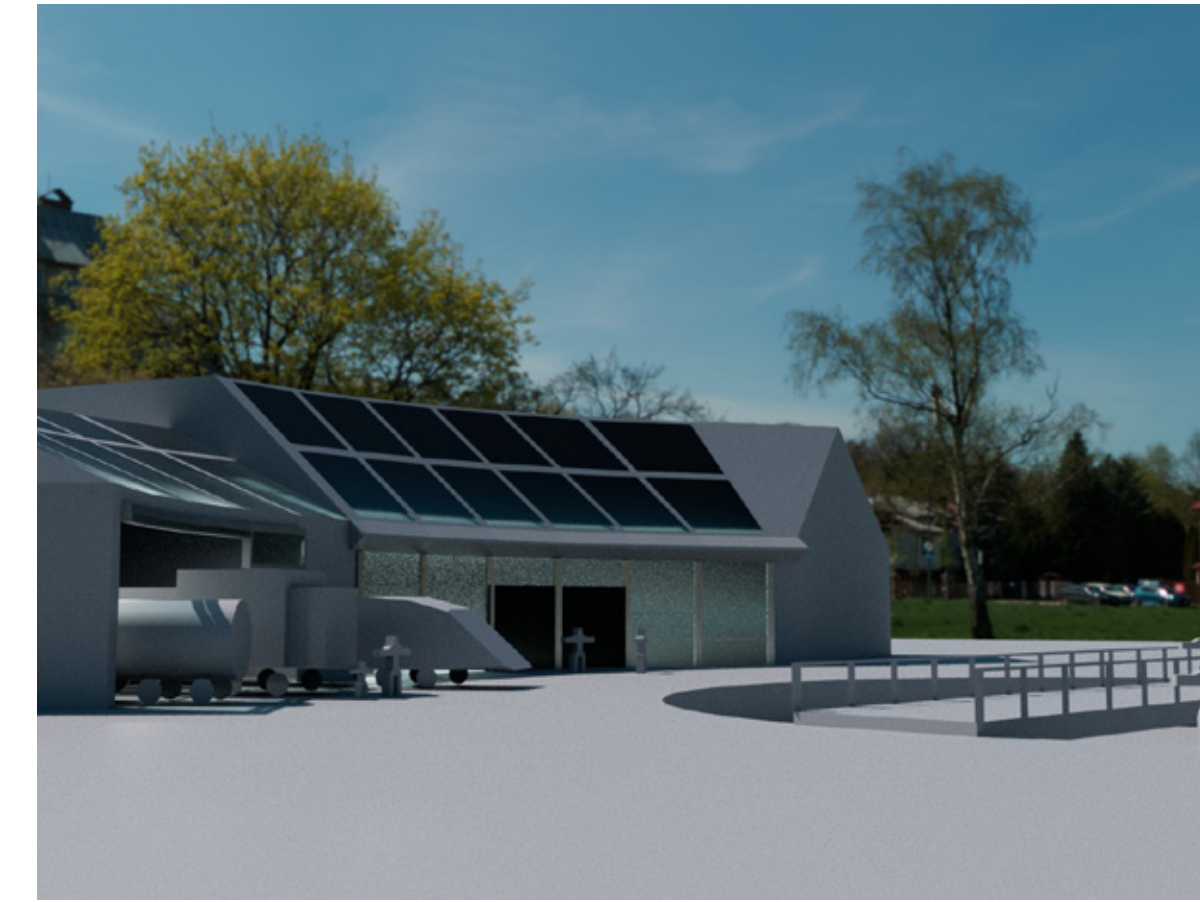
# Standalone Attraction - Roundhouse Park / Ridin' The Rails

Show Writing - 3D Modeling - Graphic Design

*Roundhouse Park* is a restored historic site and public space where guests can explore the evolution of rail travel. Visitors can tour the preserved roundhouse, learn about railroad history. Inside the Roundhouse, *Ridin' The Rails* is a ticketed, interactive train simulator attraction showcasing all 3 eras of rail travel. Blending education and entertainment as a tribute to the power, innovation, and adventure of railroading, the experience immerses guests in the sights, sounds, and feel of rail travel.



ROUNDHOUSE PARK - ORIGINAL SKETCH



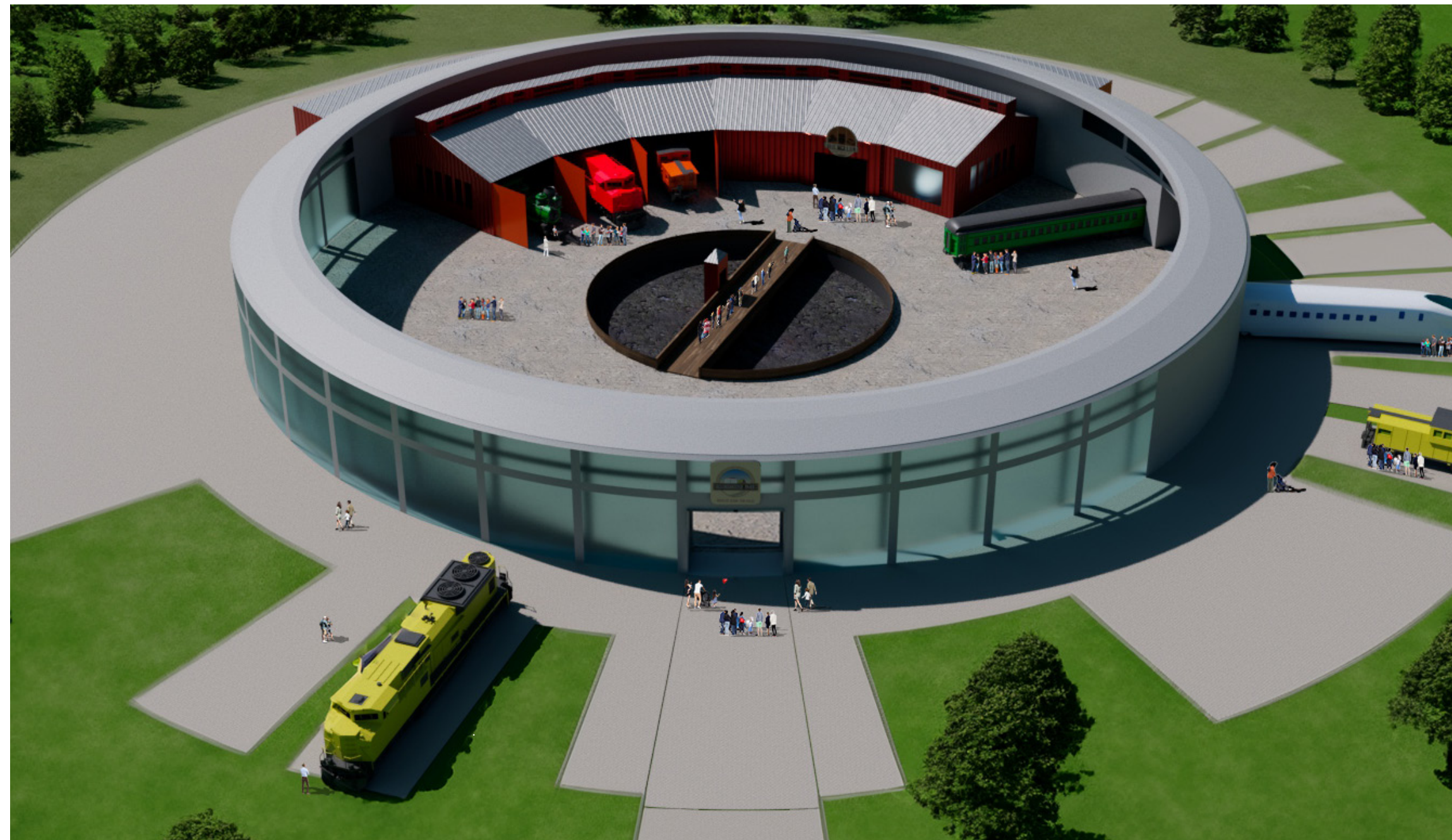
ROUNDHOUSE PARK - EARLY CONCEPT BLOCKOUT



ROUNDHOUSE PARK - ROUNDHOUSE INTERIOR - POPULATED - MAYA



RIDIN' THE RAILS - TEAM COSTUMING CONCEPTS



ROUNDHOUSE PARK - ROUNDHOUSE EXTERIOR- POPULATED - MAYA



RIDIN' THE RAILS - BAR CAR EXPERIENCE CONCEPT SKETCH - PROCREATE

# RIDE THE RAILS AT ROUNDHOUSE PARK

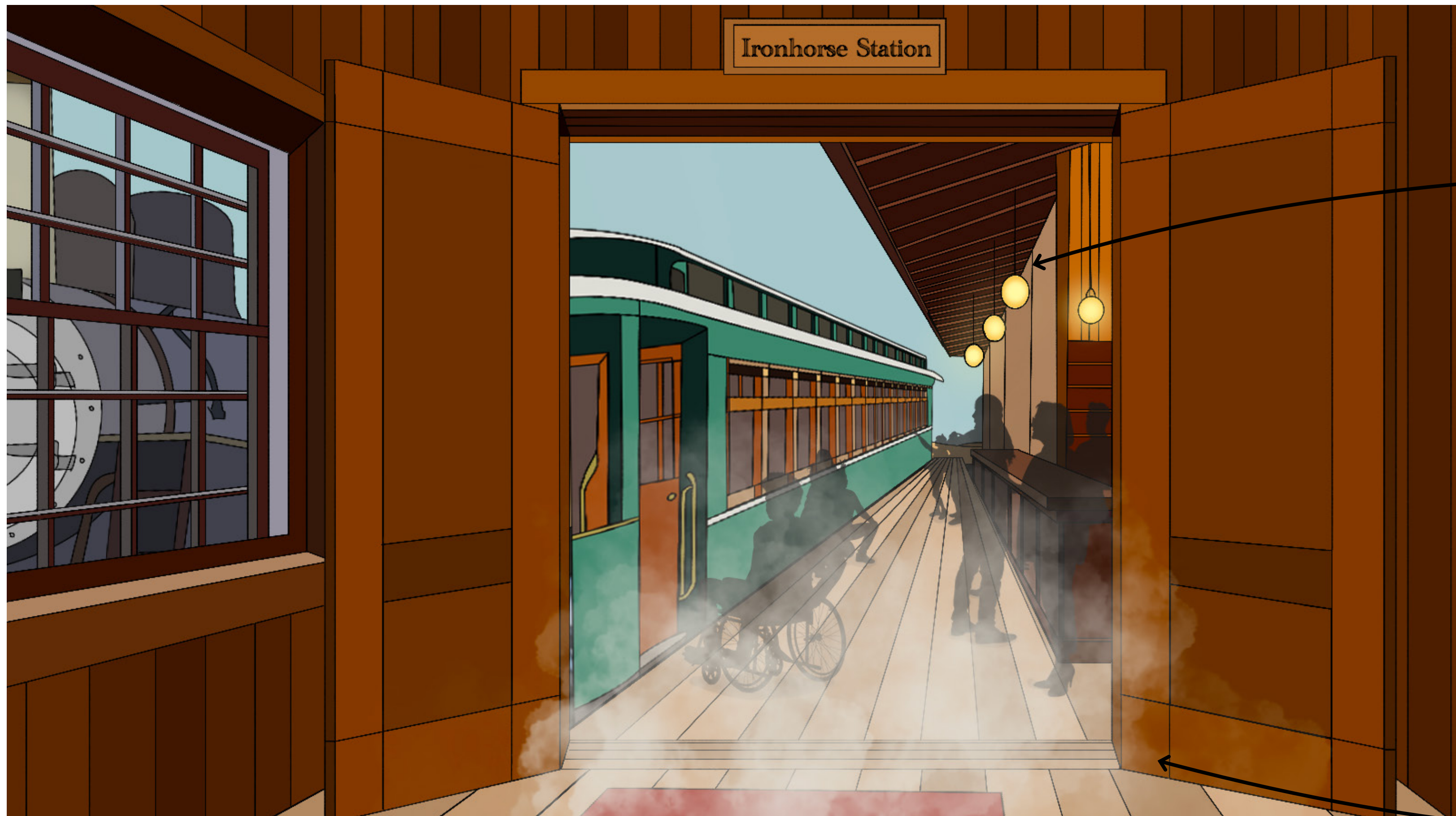
- JOURNEY THROUGH ERAS! -  
**RIDIN' THE RAILS**

RIDE STEAM, DIESEL, AND HIGH SPEED RAIL



LOCATED AT  
ROUNDHOUSE PARK  
RIDE TODAY!

RIDIN' THE RAILS - ADVERTISEMENT RACK CARD



**CAST BRONZE SPHERICAL LIGHT FIXTURES**



**INSPIRATION: MONTPELIER TRAIN STATION**

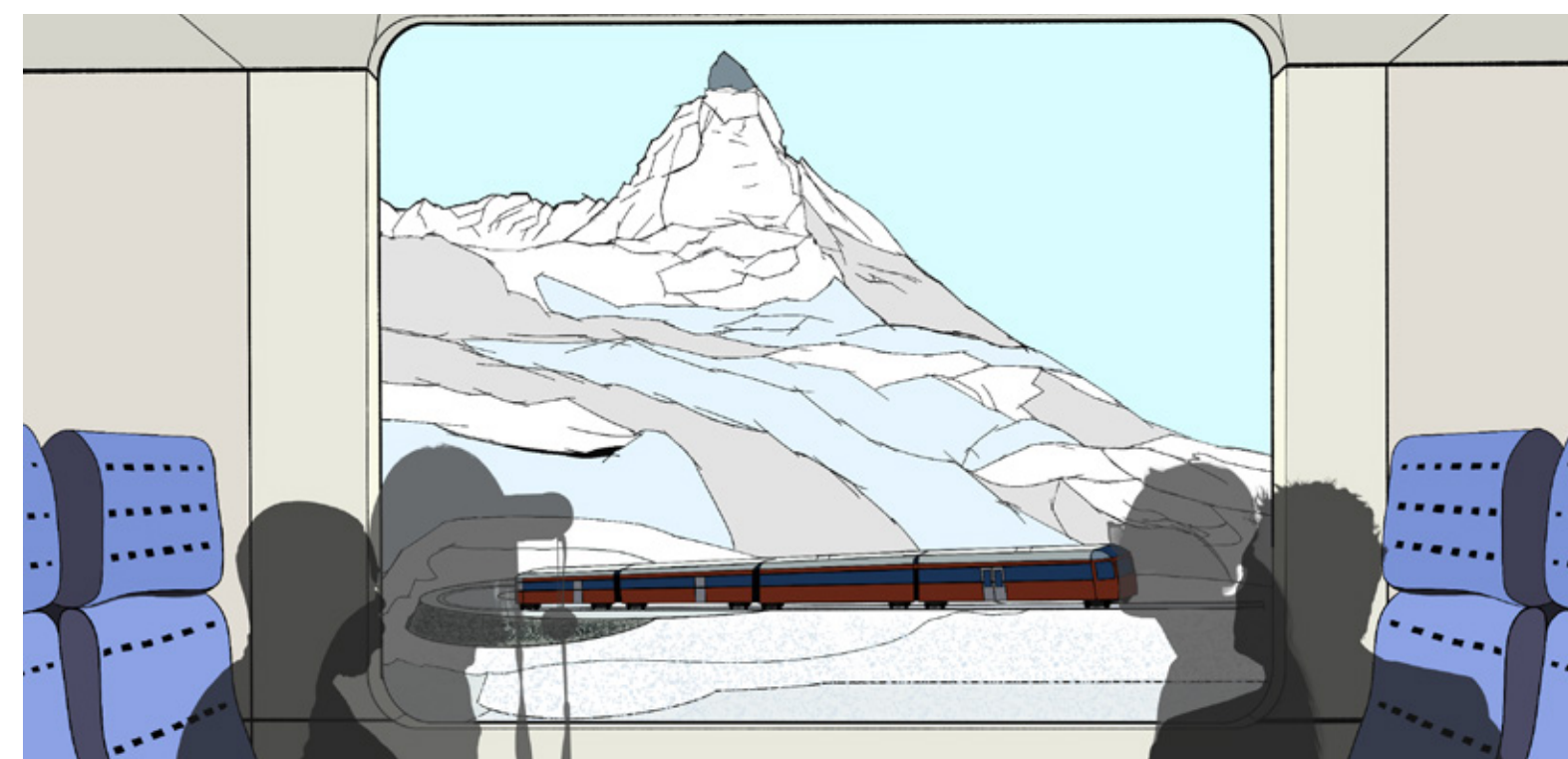
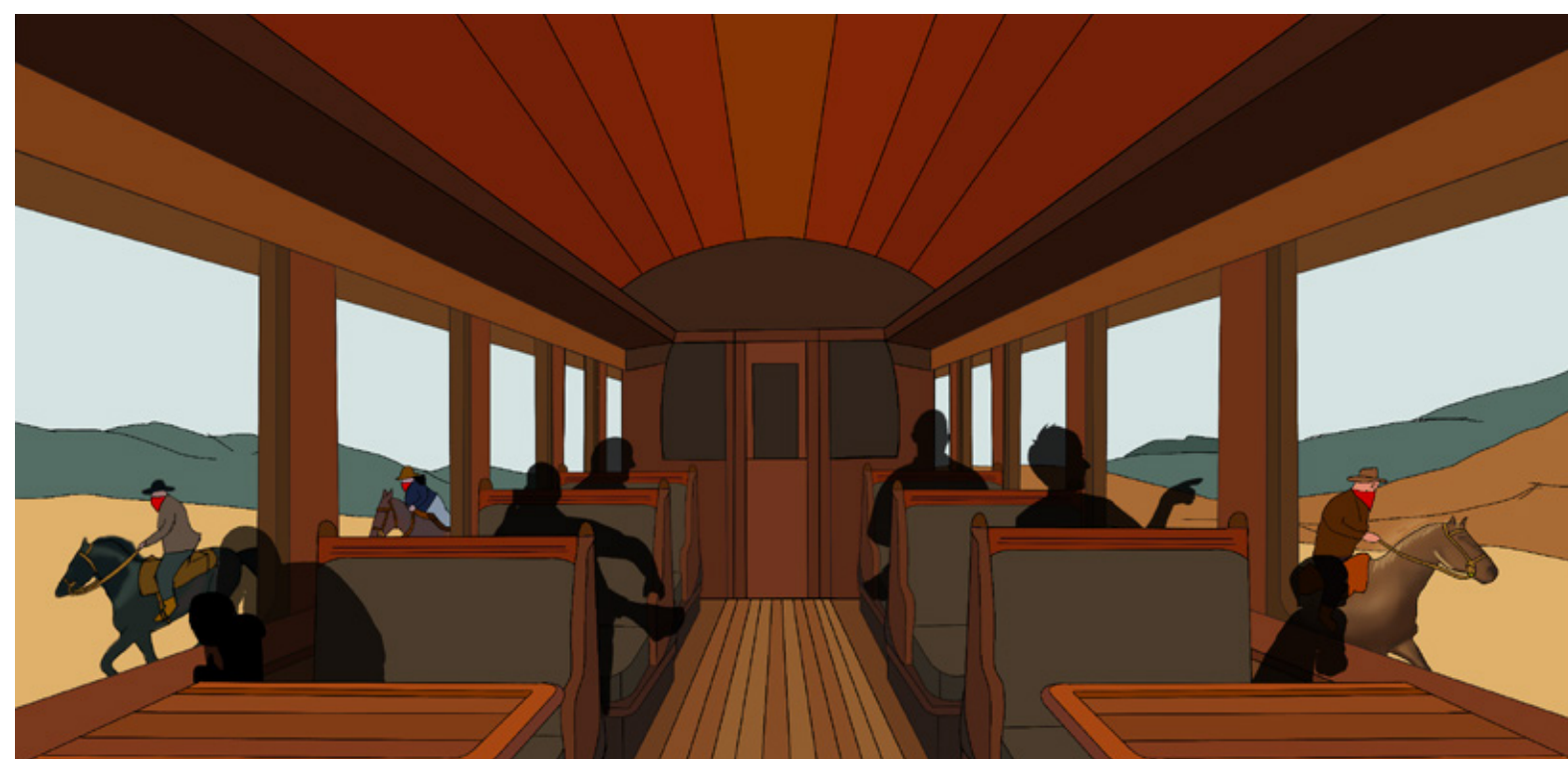


**LARGE WOODEN DOORS / WOOD PANELED WALLS**



**STEAM BLOWOFF "FOG" ON DOOR OPENING CUE**

**RIDIN' THE RAILS - CONCEPT SKETCH - ENTRANCE INTO STEAM EXPERIENCE**

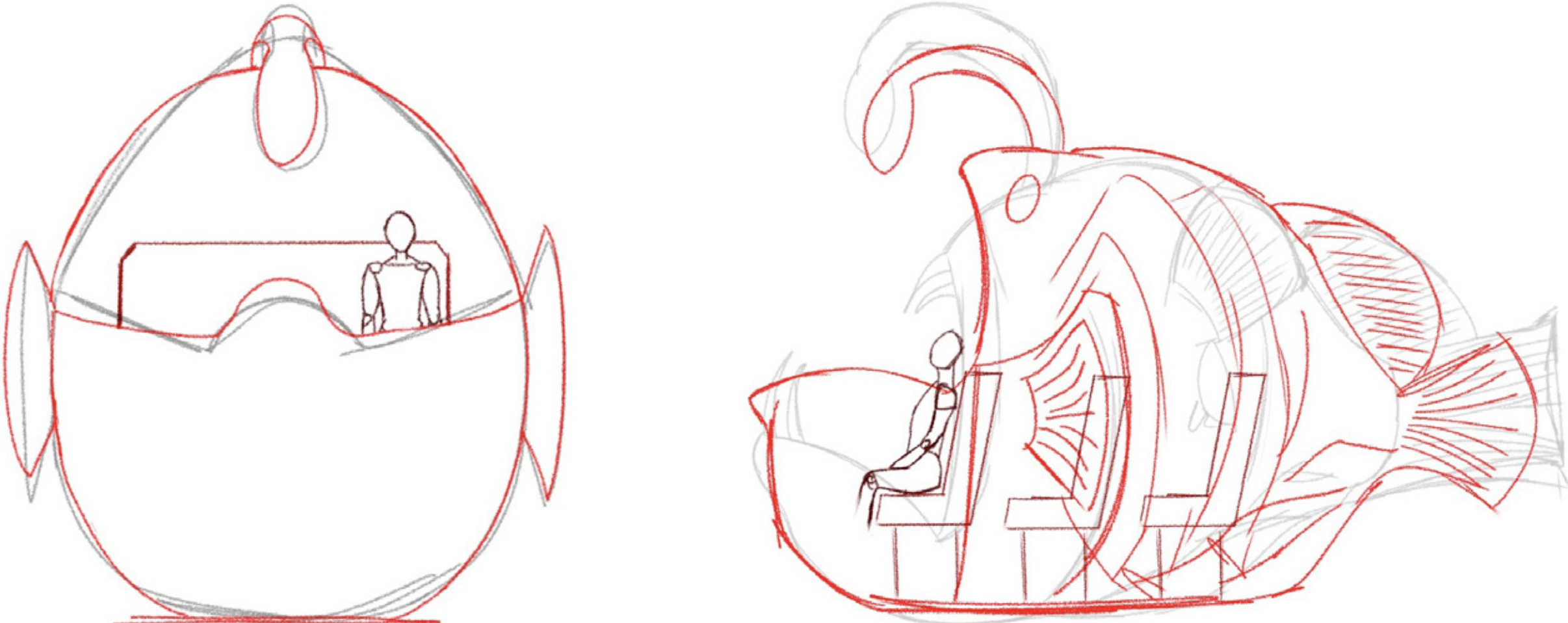


**RIDIN' THE RAILS - CONCEPT SKETCHES - STEAM / DIESEL / HIGH SPEED EXPERIENCES**

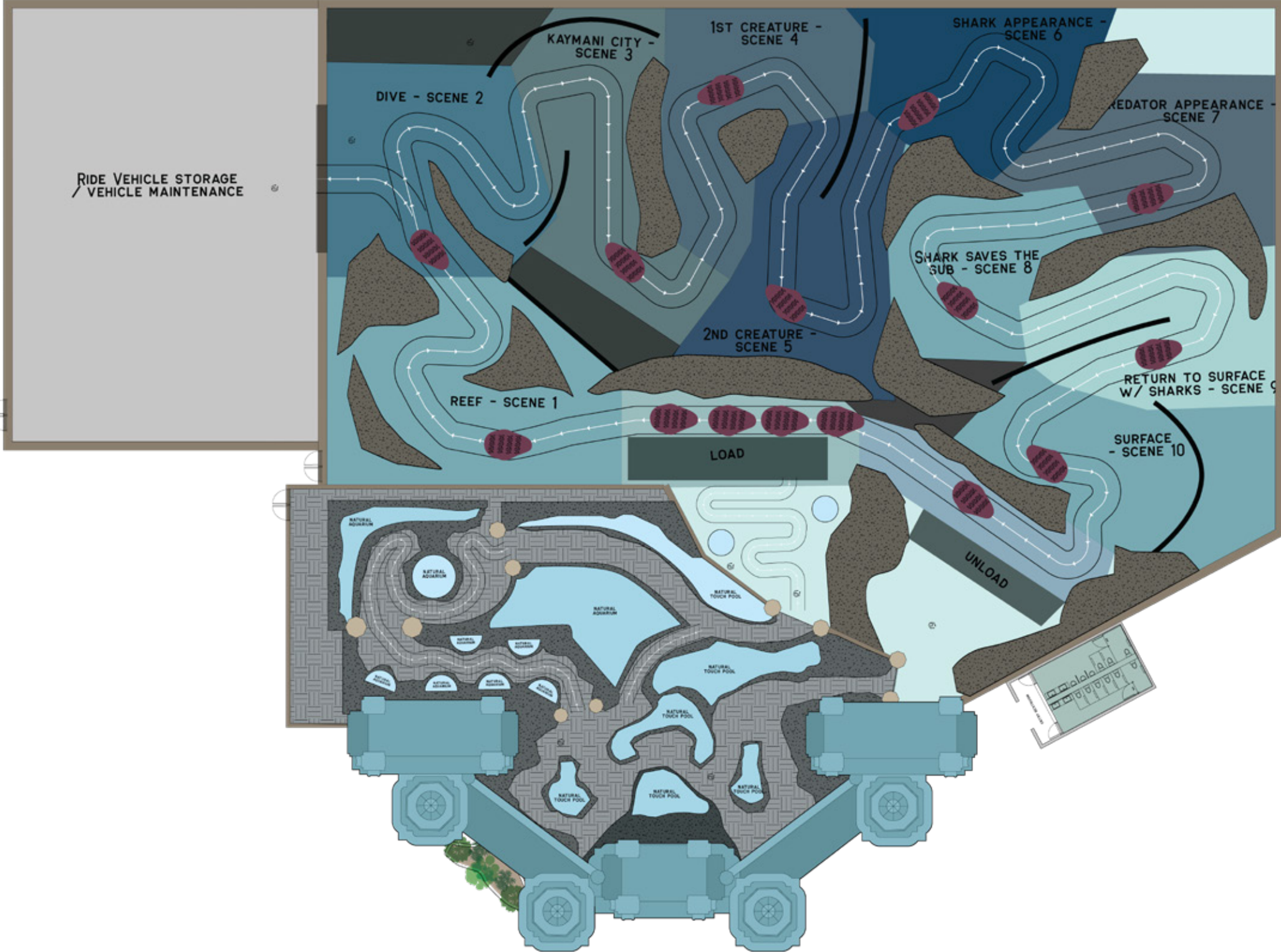
# Immersive Mini Park - Deep Current Outpost

## Creative Direction - 3D Modeling - Costume Design

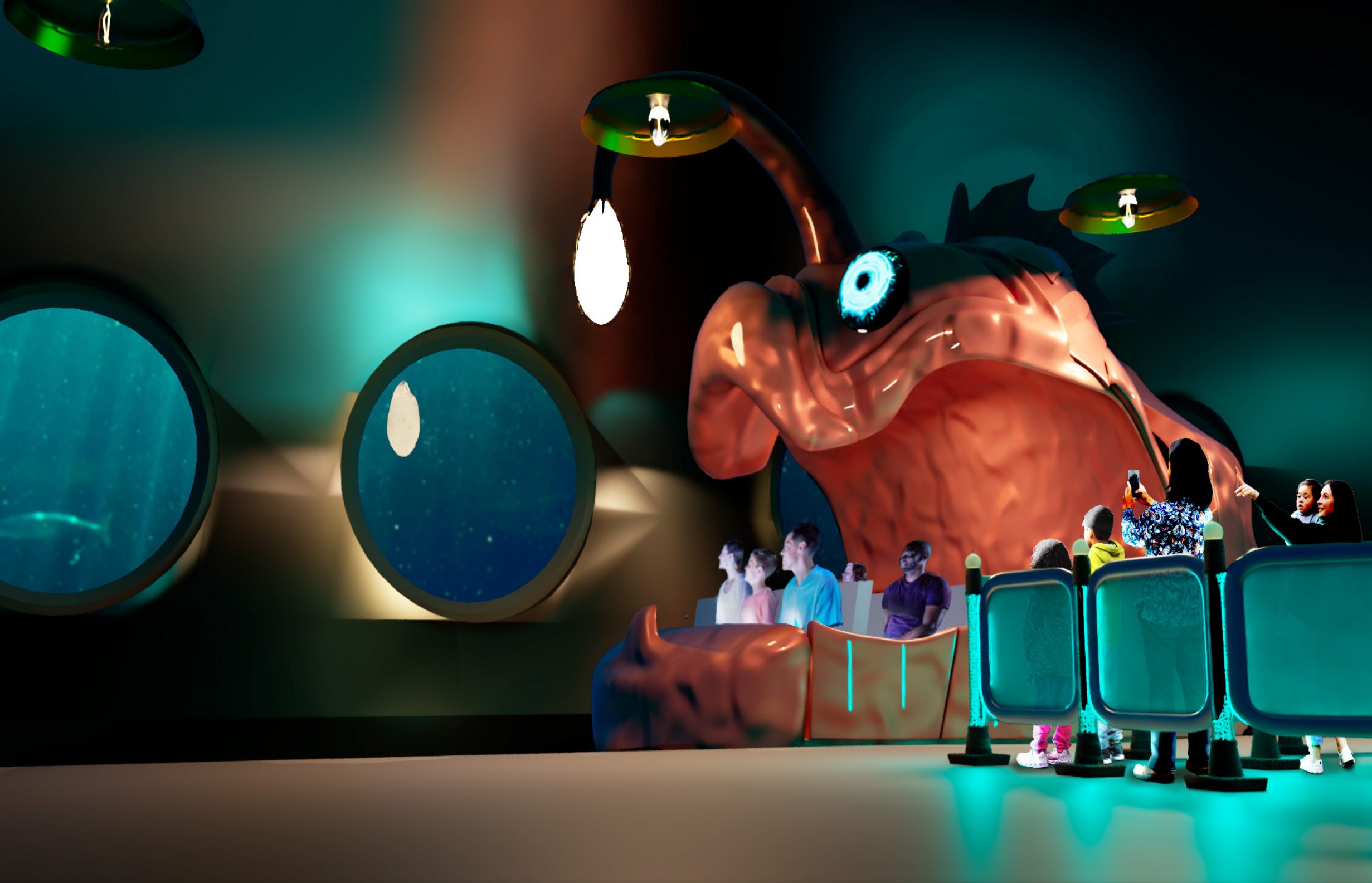
Set in a vibrant underwater world, this immersive land invites guests to interact with fantastical sea creatures and learn from the ancient *Kaymani* civilization, protected by guardians like *Messte* the mighty eel and *Ahma* the anvil shark. As Co-Creative Director, I led narrative development, attraction design, and world-building across the E-ticket ride, retail, dining, and interactive elements, while also contributing 3D modeling for key spaces. Midway through production, I also took over costume design, creating functional, story-driven looks for roles like scientists, bartenders, and storytellers.



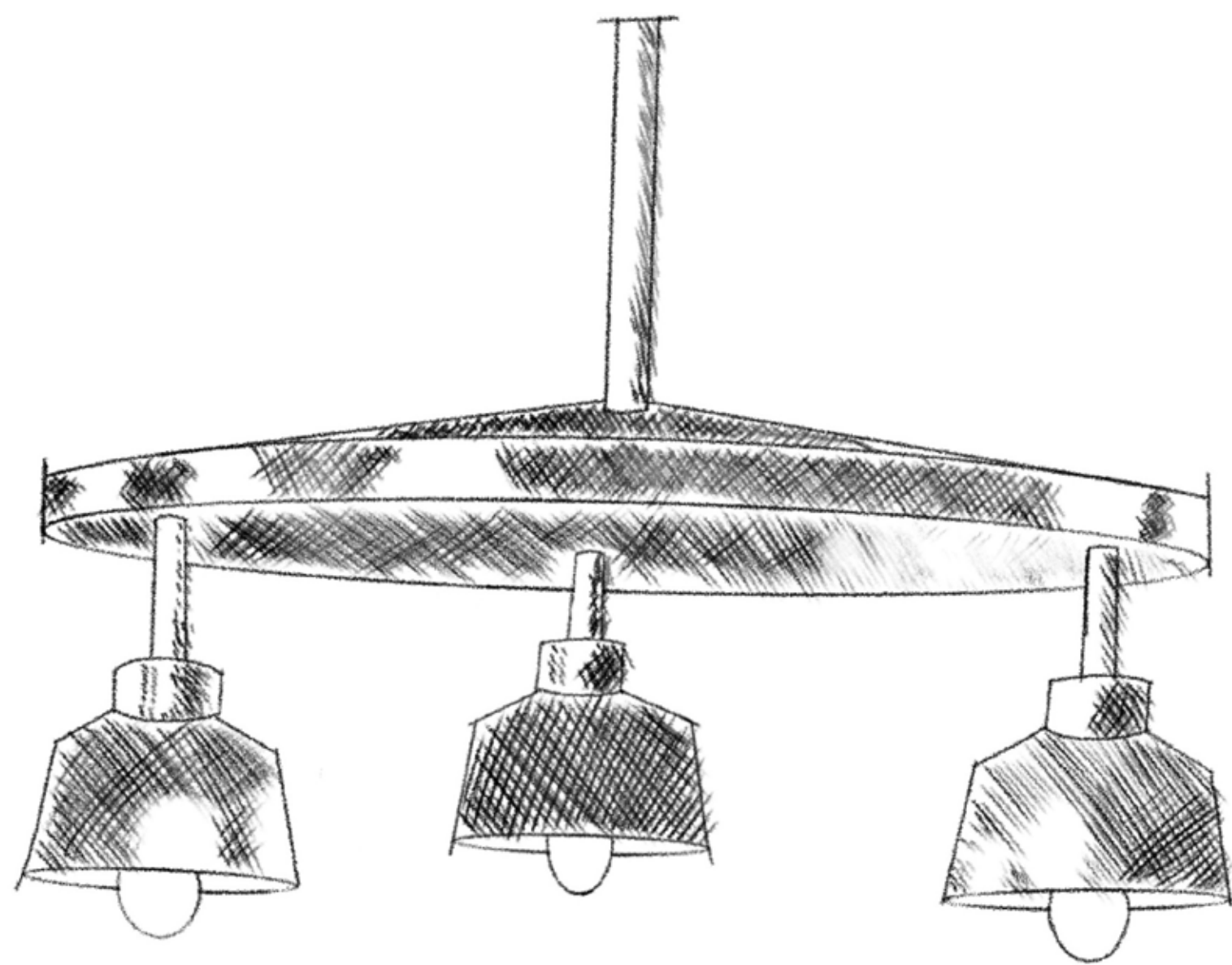
E-TICKET - RIDE VEHICLE CONCEPT SKETCHES



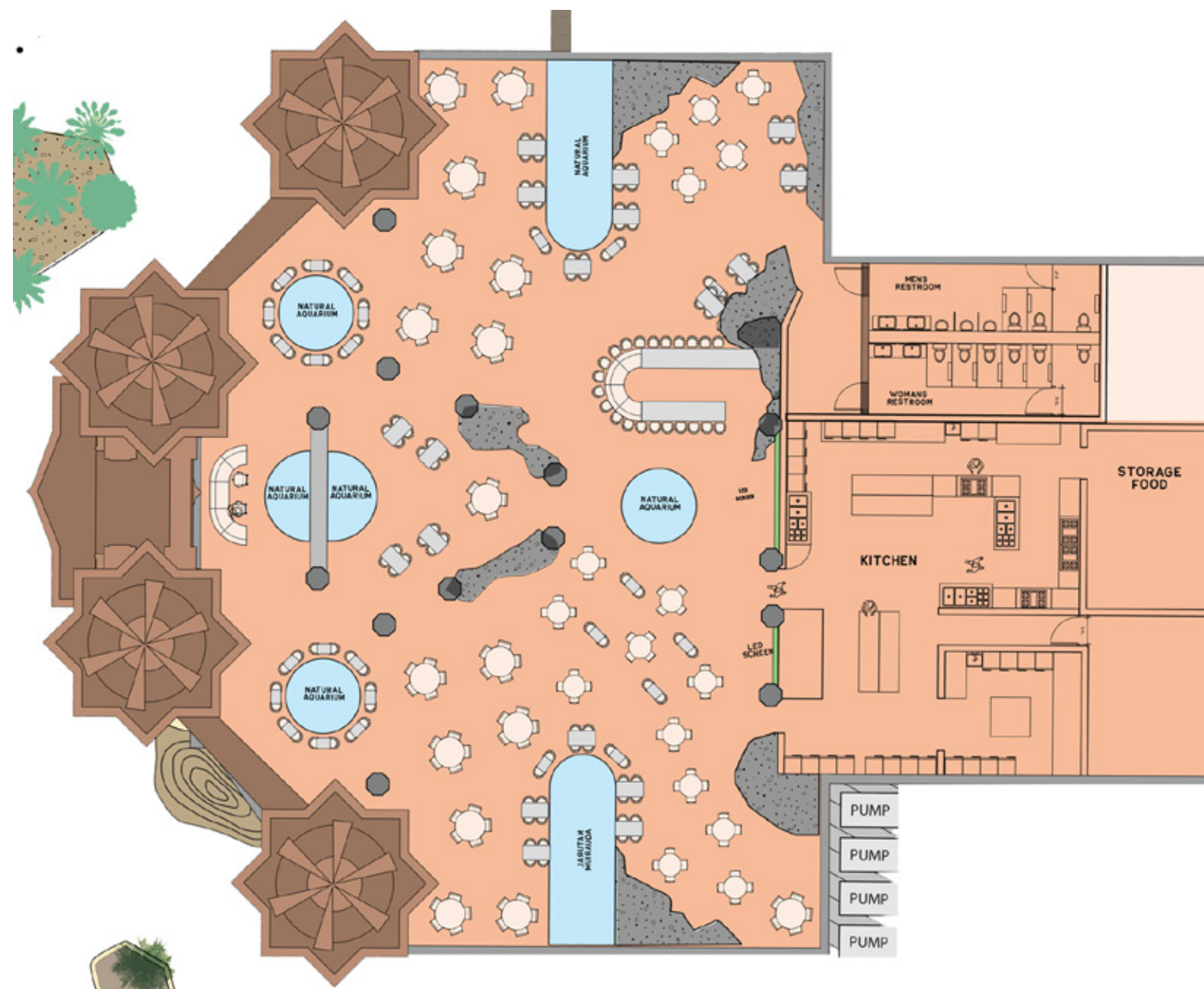
E-TICKET - RIDE PATH CONCEPT - ADOBE SUITE



E-TICKET - LOAD - MAYA - COLLABORATION W/ DALLAS KIRKLAND



RESTAURANT - LIGHTING FIXTURE CONCEPT SKETCH



RESTAURANT FLOORPLAN - ADOBE SUITE

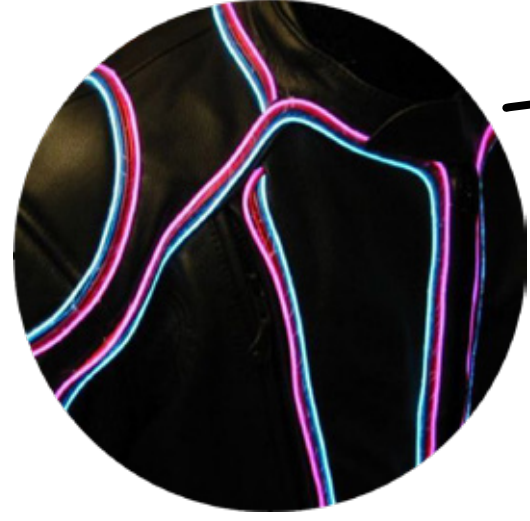


FACADE RENDER - IN COLLABORATION W/ ANTHONY AGUILAR



RESTAURANT - HYDRONAUT HIDEAWAY - MAYA / ADOBE SUITE

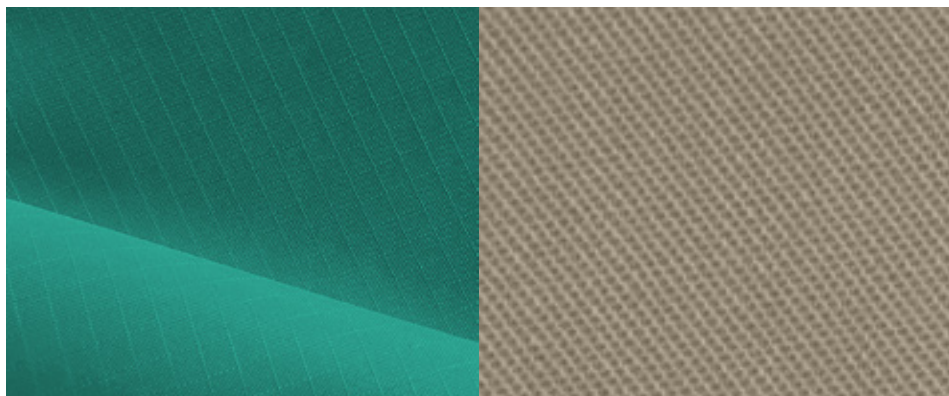
# E-TICKET - RIDE OPS - COSTUME CONCEPTS



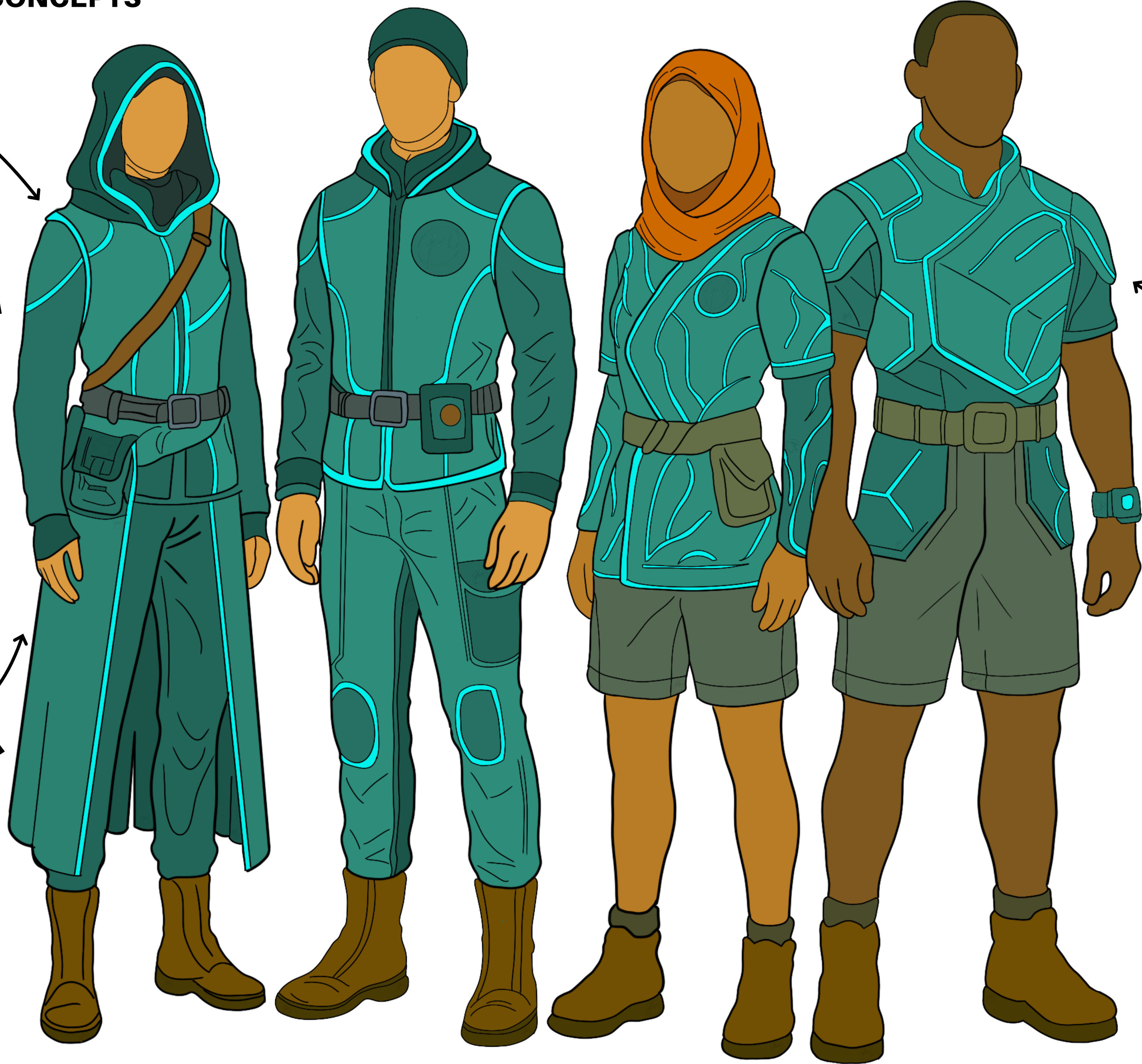
**ELECTROLUMISCENT WIRE - AQUA TEAL COLOUR**



**INSPIRATION: HOODED/SPLIT TRENCH COAT  
POLAR-LINED FLEECE (ADD HOOD)**



**MATERIALS: RIPSTOP NYLON AQUABLU - TOPS / PANT  
OLIVE POLY-COTTON TWILL - SHORTS**



**OPTIONAL - EVA PADDED VEST - SCALED TEXTURE**



**DIGITAL WATCH**



**OPTIONAL - BELT W/ POUCHES LEATHER OR FABRIC**

**PARK MECHANIC / RETAIL / SCIENTIST - COSTUME CONCEPTS**



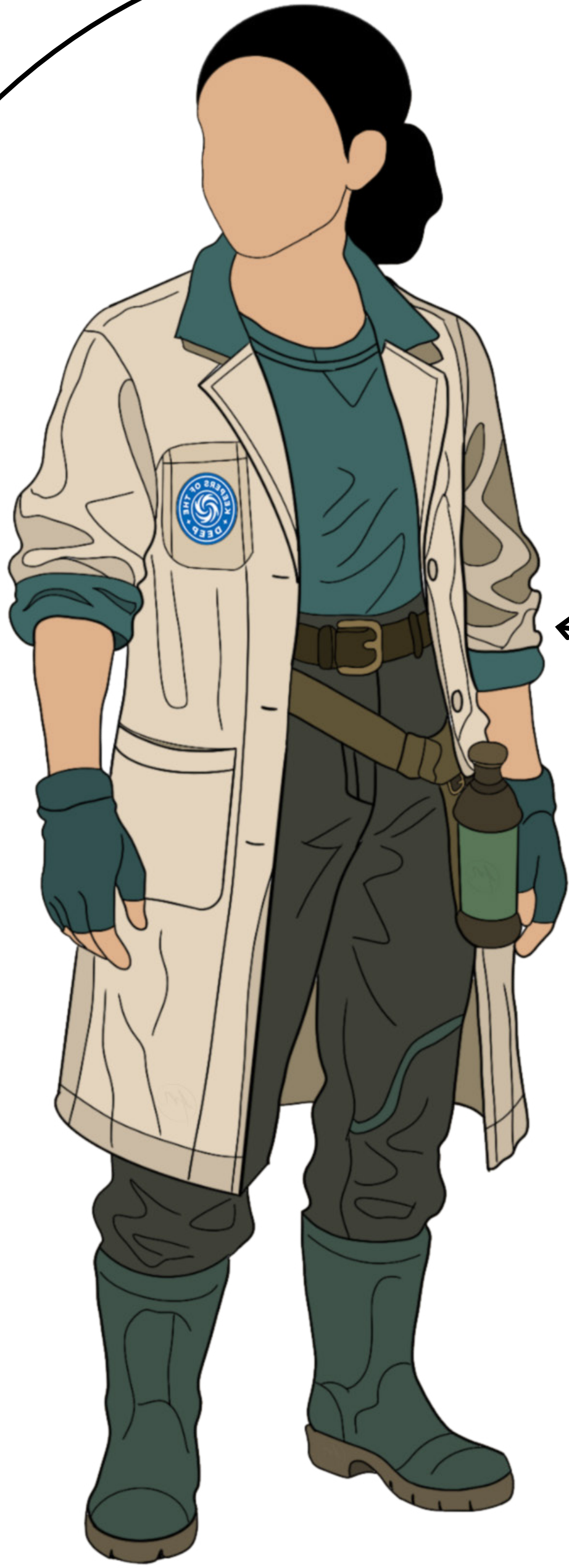
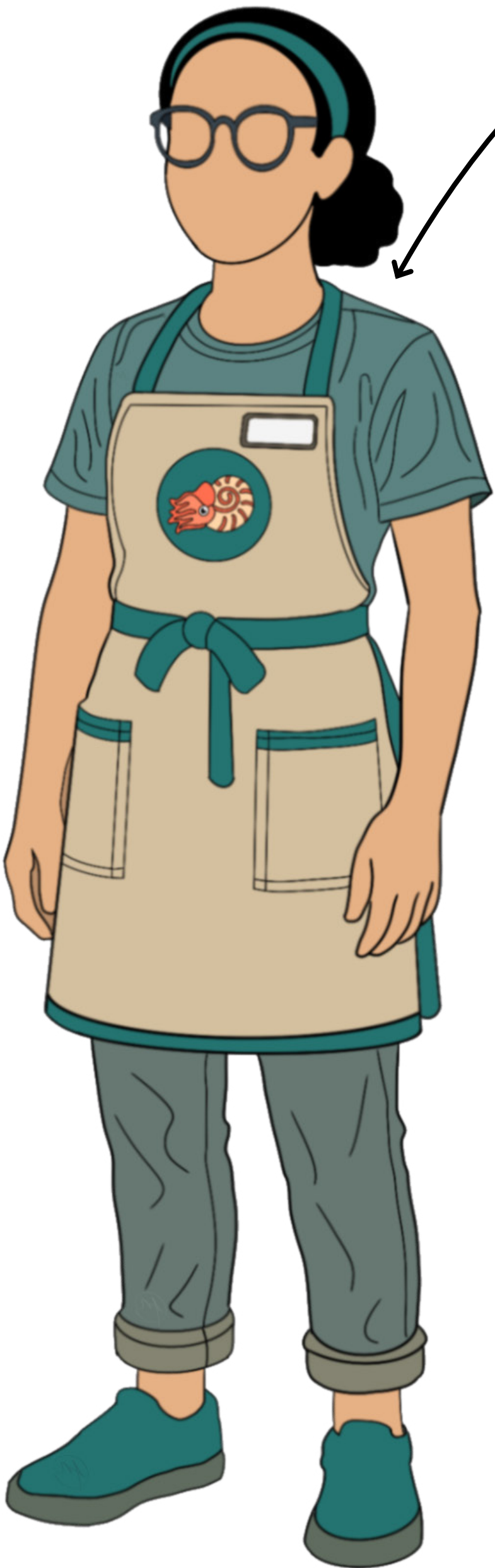
**MOISTURE-ACTIVATED COOLING / PROTECTIVE BASEBALL HAT**



**EXTRA POCKETED & STRIPED REFLECTIVE GREEN OVERALLS**



**COLOR MATCHING SOLED STEEL-TOED WORK BOOTS**



**INSPIRATION: FAUX-LEATHER POCKETED APRON KHAKI LAB COATS W/ROLLED SLEEVE**



**COLOR-MATCHED FINGERLESS GLOVES**



**SECURE WATER BOTTLE HOLDER**

# PARK INTERACTIVE CHARACTERS - COSTUME CONCEPTS



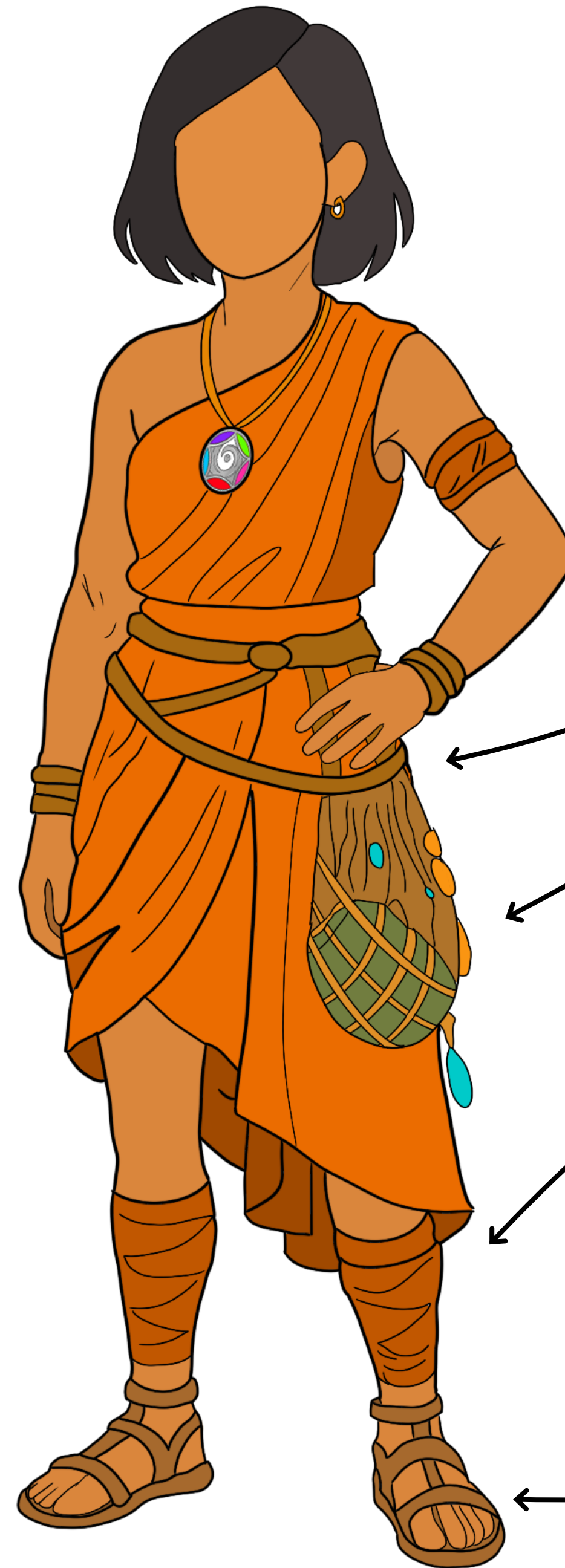
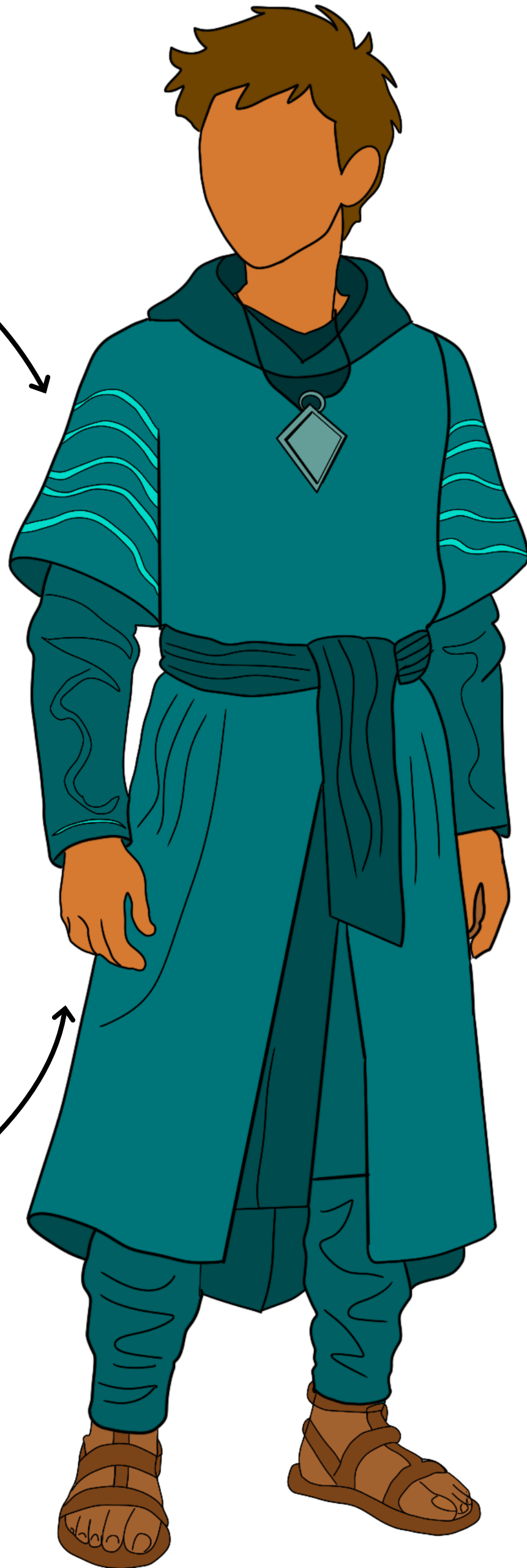
**ELECTROLUMINESCENT WIRE - LIGHTS DURING INTERACTIONS**



**INSPIRATION:  
TRADITIONAL KAFITAN / AGBADA (ADD CLOAK HOOD)  
GREEK CHITON (ONE SHOULDER STRAP)**



**COLOR MATCHED GARMENT BELT**



**BELT W/ MULTIPLE STRAPS  
- POUCHES FOR TRINKETS**



**SEAGLASS W/ NET -  
DIFFERENT COLORS**



**FAUX LEATHER LEG WRAPS**



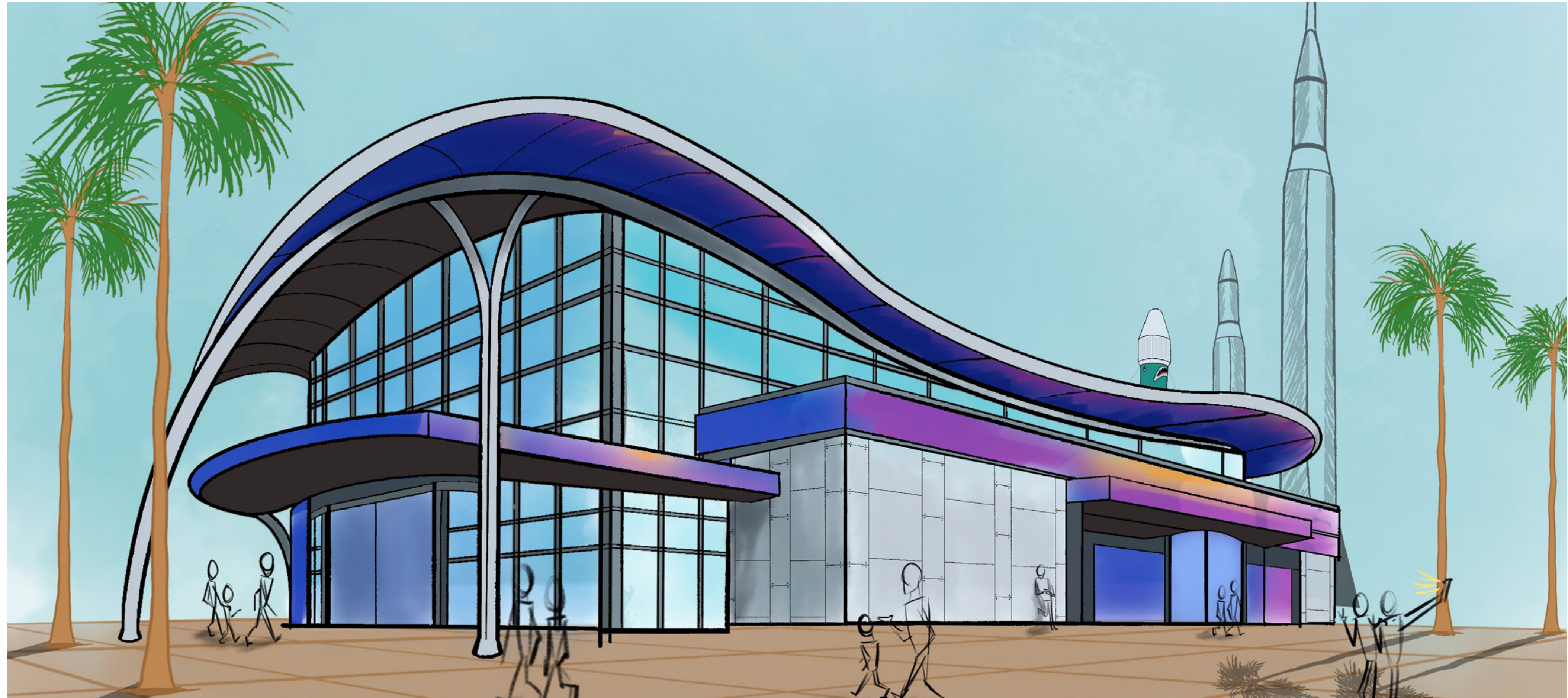
**GLADIATOR SANDALS**

# Standalone Attraction - NOAA EarthWatch Satellite Center

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Concept Development - 3D Modeling - Creative Directoion

The NOAA Earthwatch Satellite Center was built to Celebrate 50+ years of NASA–NOAA collaboration. Guests explore how satellites observe weather and environmental change through interactive zones like the *Mission Weather: Launch Lab*, and *A Changing Earth: Timelines to Tomorrow*. Blending education and entertainment, the experience invites visitors to track current patterns, reflect on the past, and look *ahead at what's next for monitoring our changing planet*.



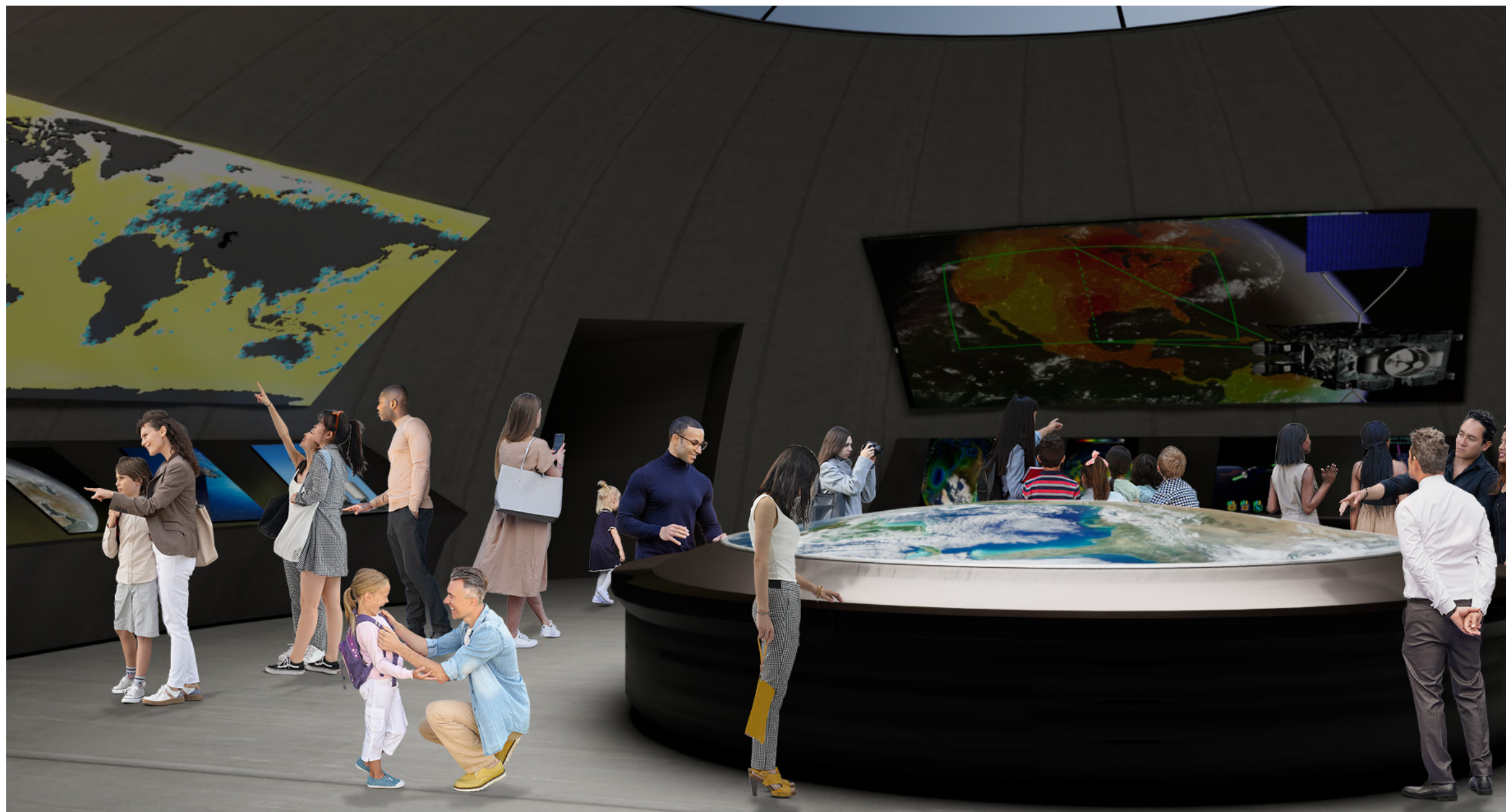
EARTHWATCH - EXTERIOR CONCEPT DRAWING



**EARTHWATCH - INTERIOR CONCEPT SKETCH**



**EARTHWATCH - INTERIOR SPACE RENDERING - LAUNCH LAB - NORMAL SCREENS**



**EARTHWATCH - INTERIOR SPACE RENDERING - TIMELINES TO TOMORROW**

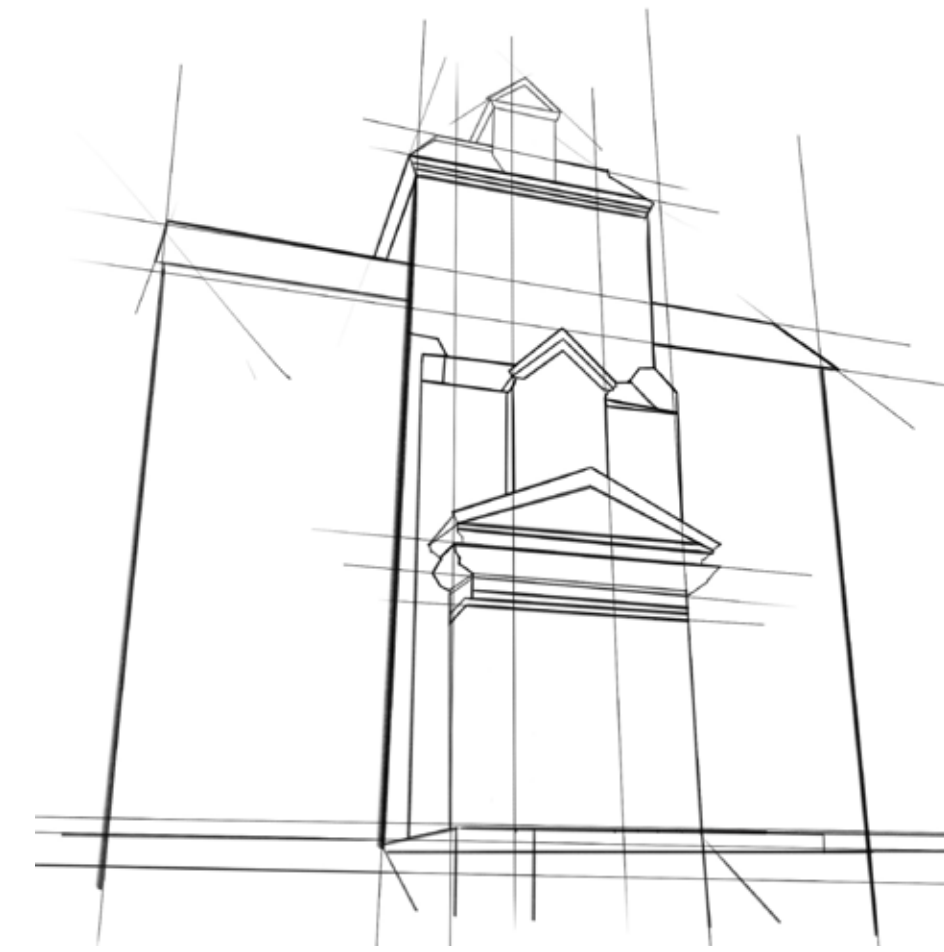


**EARTHWATCH - INTERIOR SPACE RENDERING - LAUNCH LAB - STORM SCREENS**

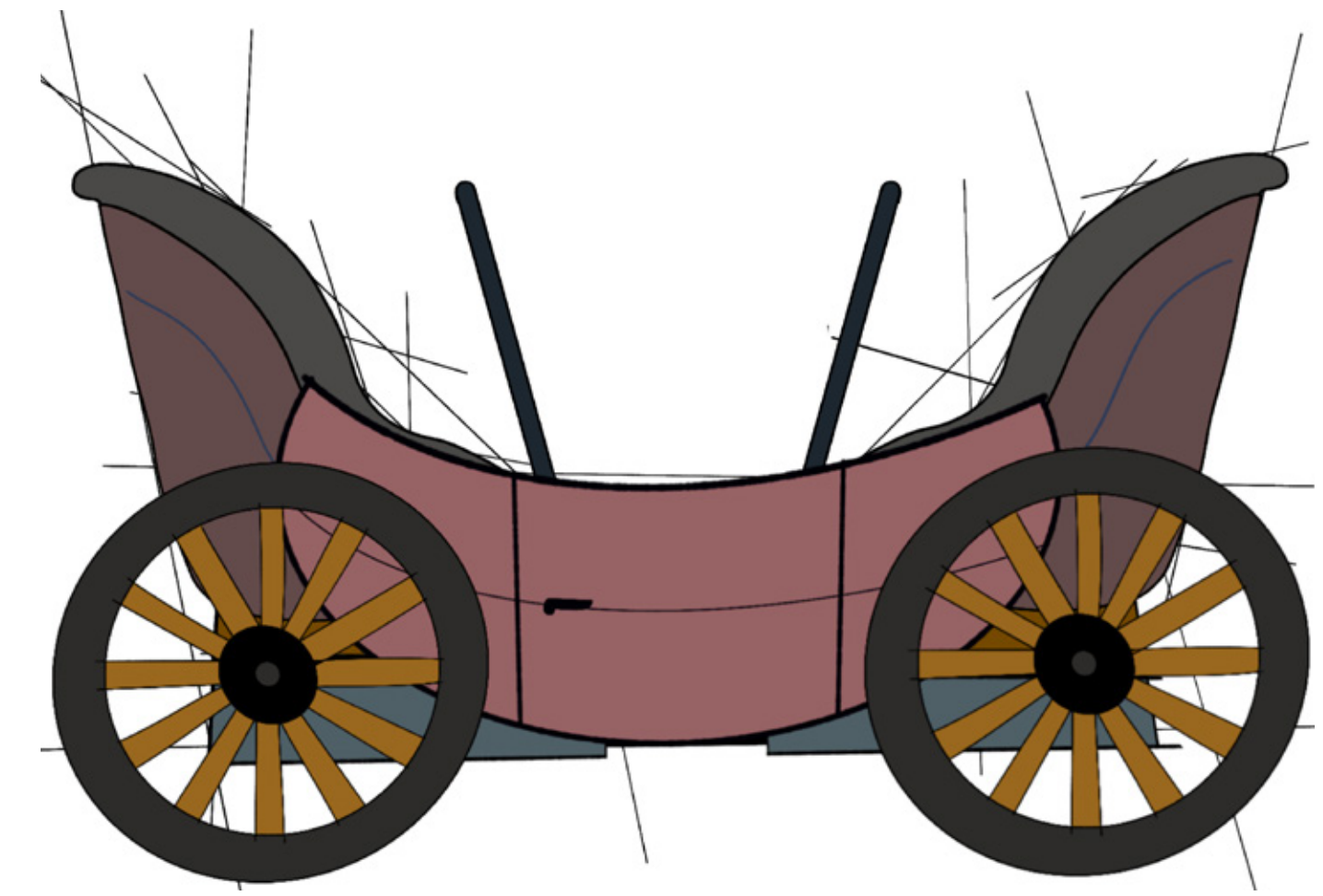
# Universal Creative Lab - Christmas Carol Ride Queue

## Ride Vehicle Design - 3D Modeling

This project was developed by my partner and I in the Universal Creative Lab class at UCF. Guests ride in open, Victorian-style carriages, through richly detailed environments. We chose to design the queue, focusing on historic London facades, cobblestone paths, and gas-lit streetlamps to enhance authenticity. Custom ironwork stanchions and period-accurate soundscapes further immerse guests into the Dickensian 19th-century setting. I contributed by shaping the architectural design of the facades and ensuring the queue maintained a strong narrative flow that supported the ride's storytelling.



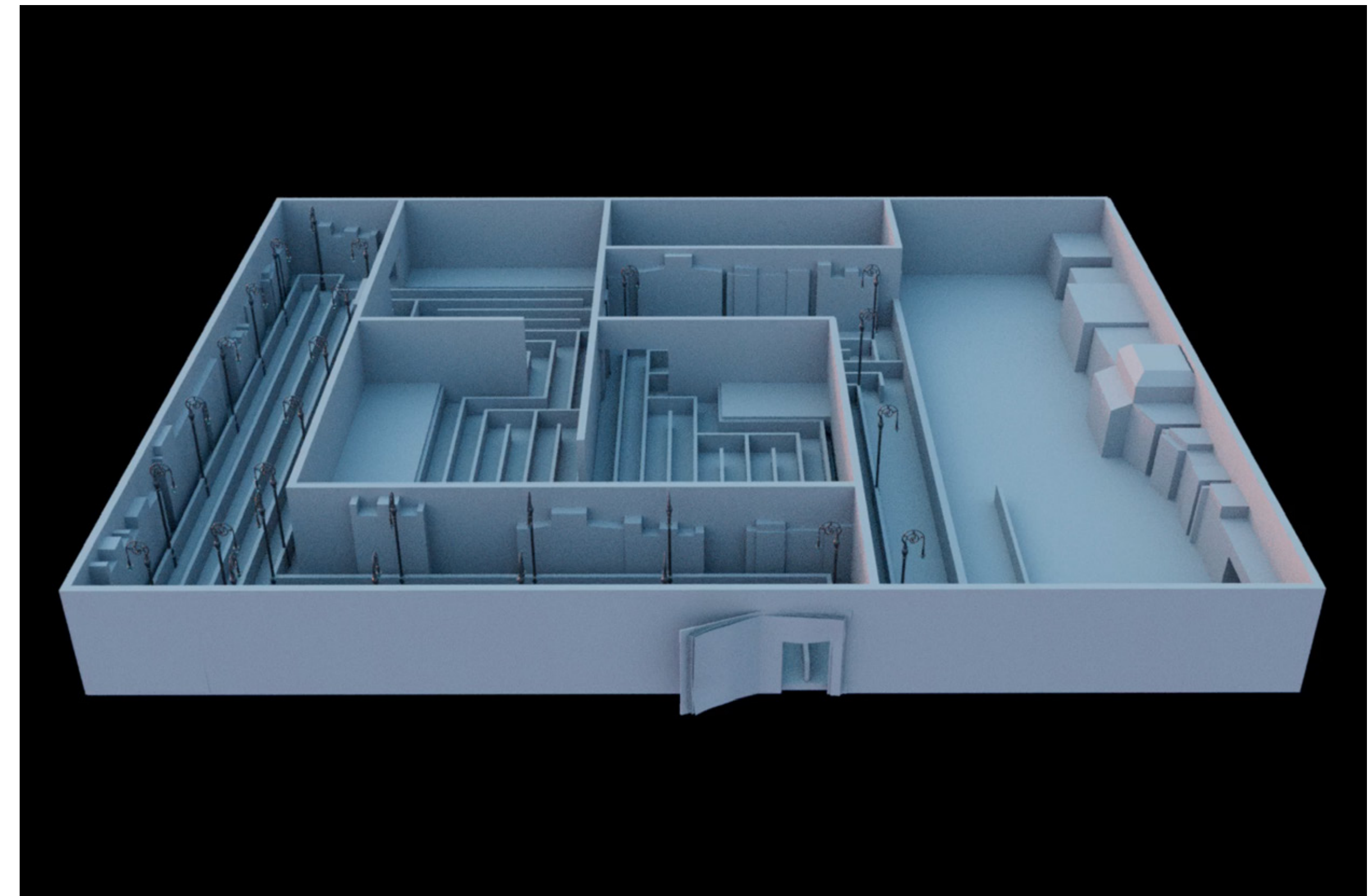
CHRISTMAS CAROL - MANSION SKETCH



CHRISTMAS CAROL - RIDE VEHICLE CONCEPT SKETCH



CHRISTMAS CAROL - QUEUE ENTRANCE CONCEPT



CHRISTMAS CAROL - QUEUE TO LOAD BLOCKOUT - MAYA



CHRISTMAS CAROL - QUEUE RENDERINGS

# Immersive Experience - Legends Hockey Experience

## Show Writing - Concept Design - 3D Modeling

Tasked with creating a themed experience centered around mini-games, I developed a multi-layered hockey attraction where each game introduces players to fundamental hockey skills. The experience unfolds in a progression of interactive rooms, each offering five-minute games that can be replayed throughout a session. As players advance through the rooms, they build their skills leading up to the finale—"The Big Game"—a fast-paced 1v1 showdown that combines all the previous challenges. Players compete to earn the most points before time runs out, simulating the thrill and pressure of a real match and giving guests a fun and engaging way to experience the sport.



# LEGENDS HOCKEY EXPERIENCE

**BECOME LEGENDARY**

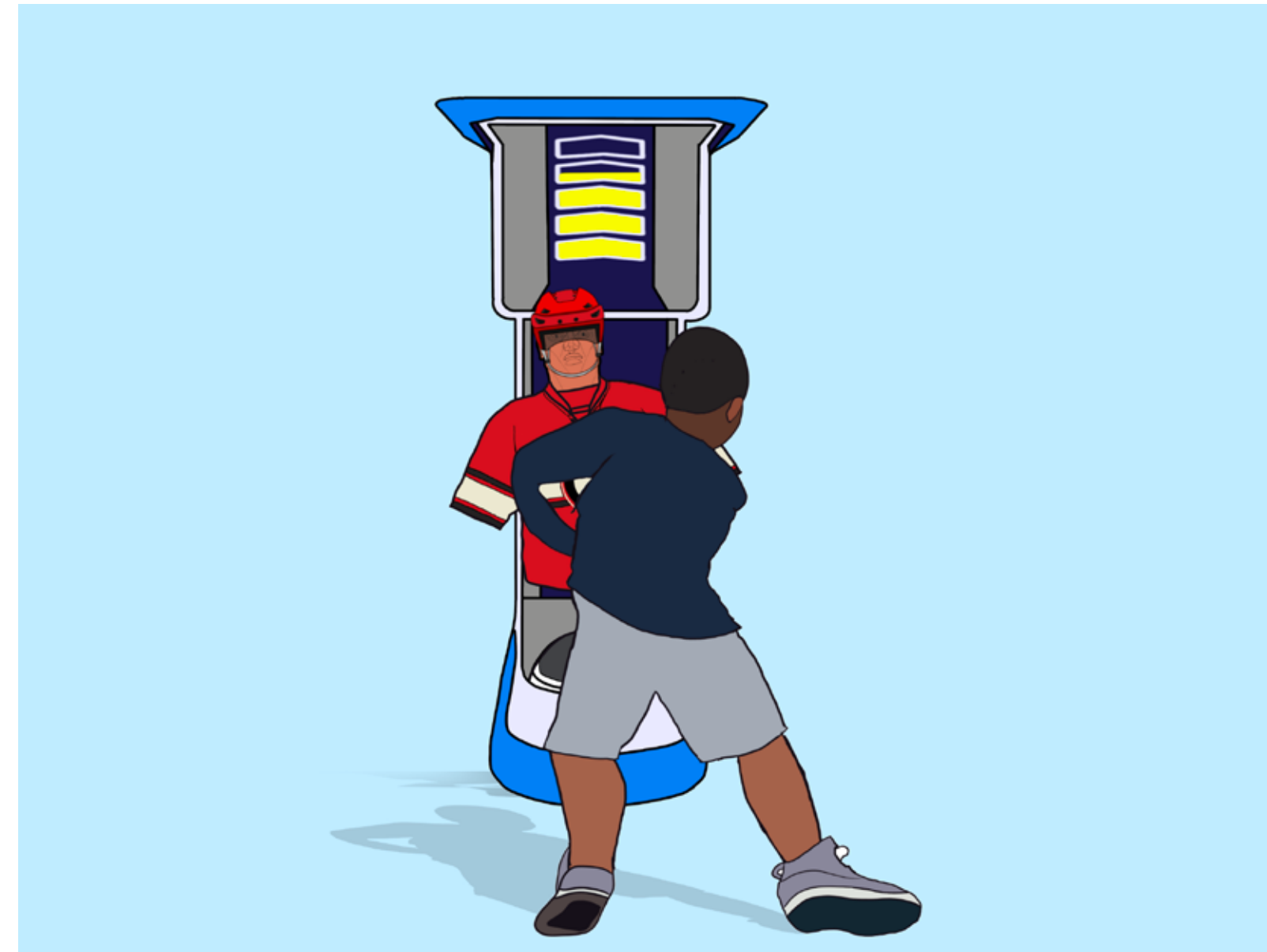
LEGENDS - LOGO - ADOBE SUITE



LEGENDS EXTERIOR - INITIAL BUILDING CONCEPT SKETCH



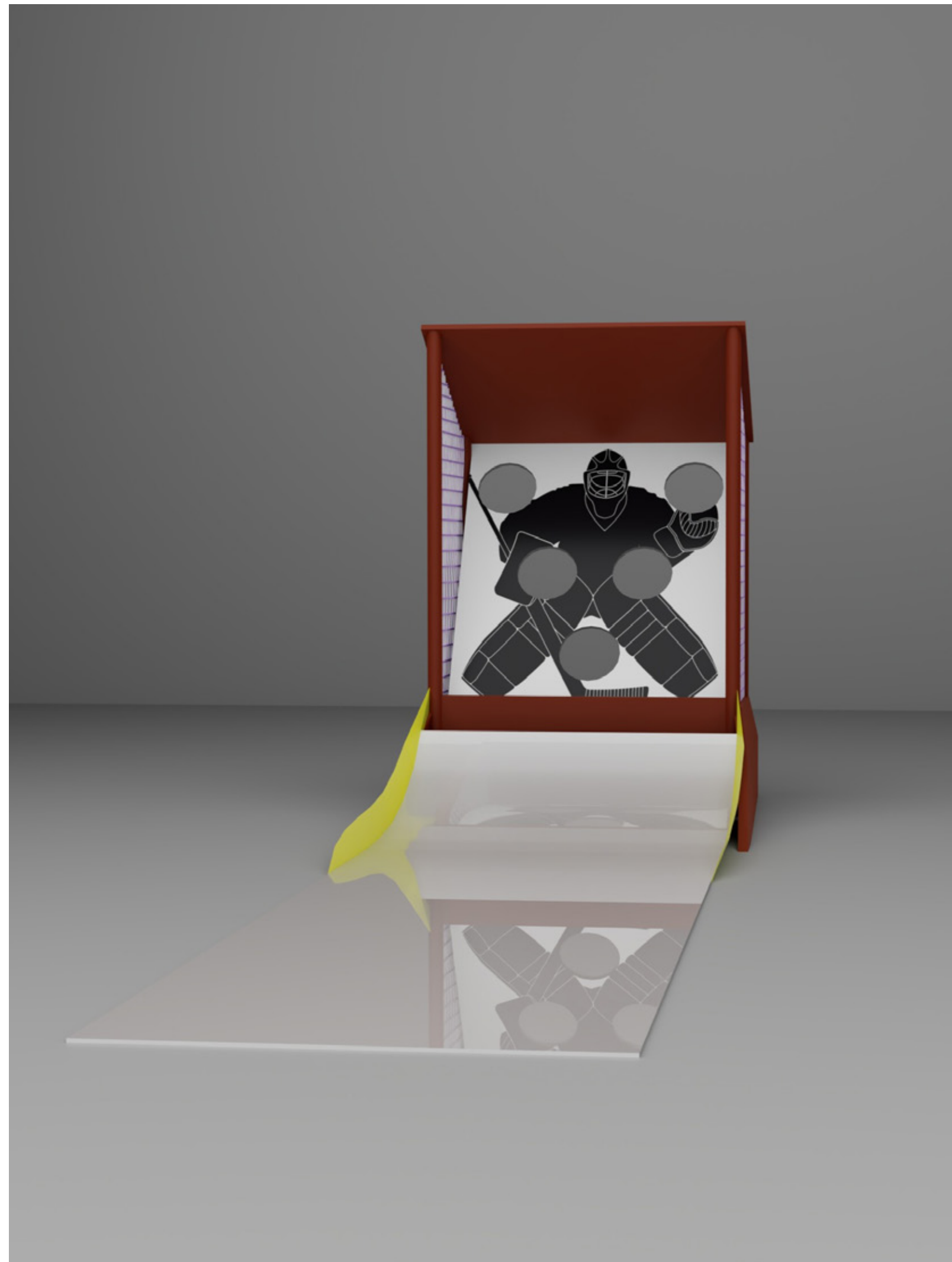
GAME CONCEPT - PUCK CONTROL



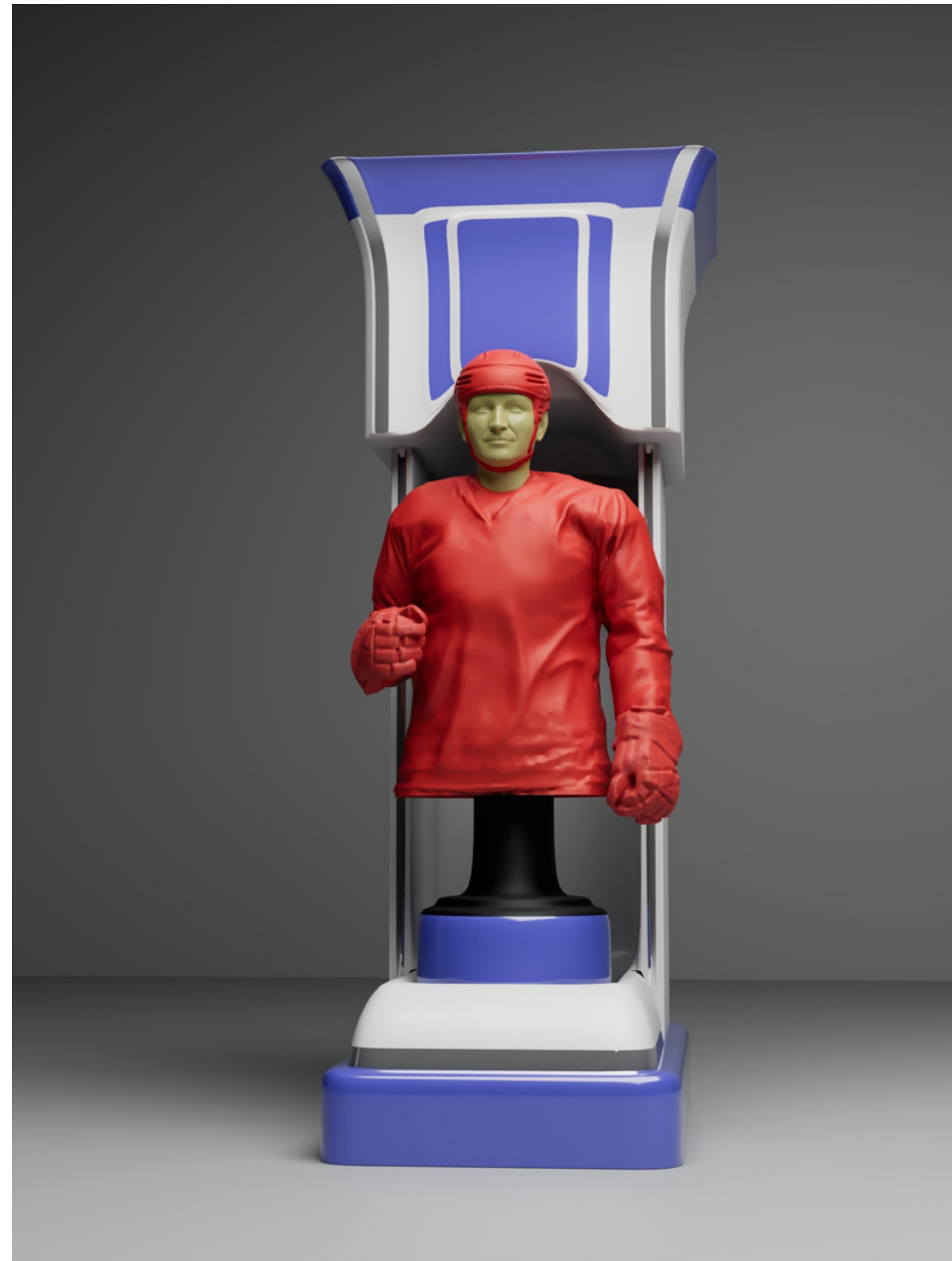
GAME CONCEPT - CHECK PRACTICE



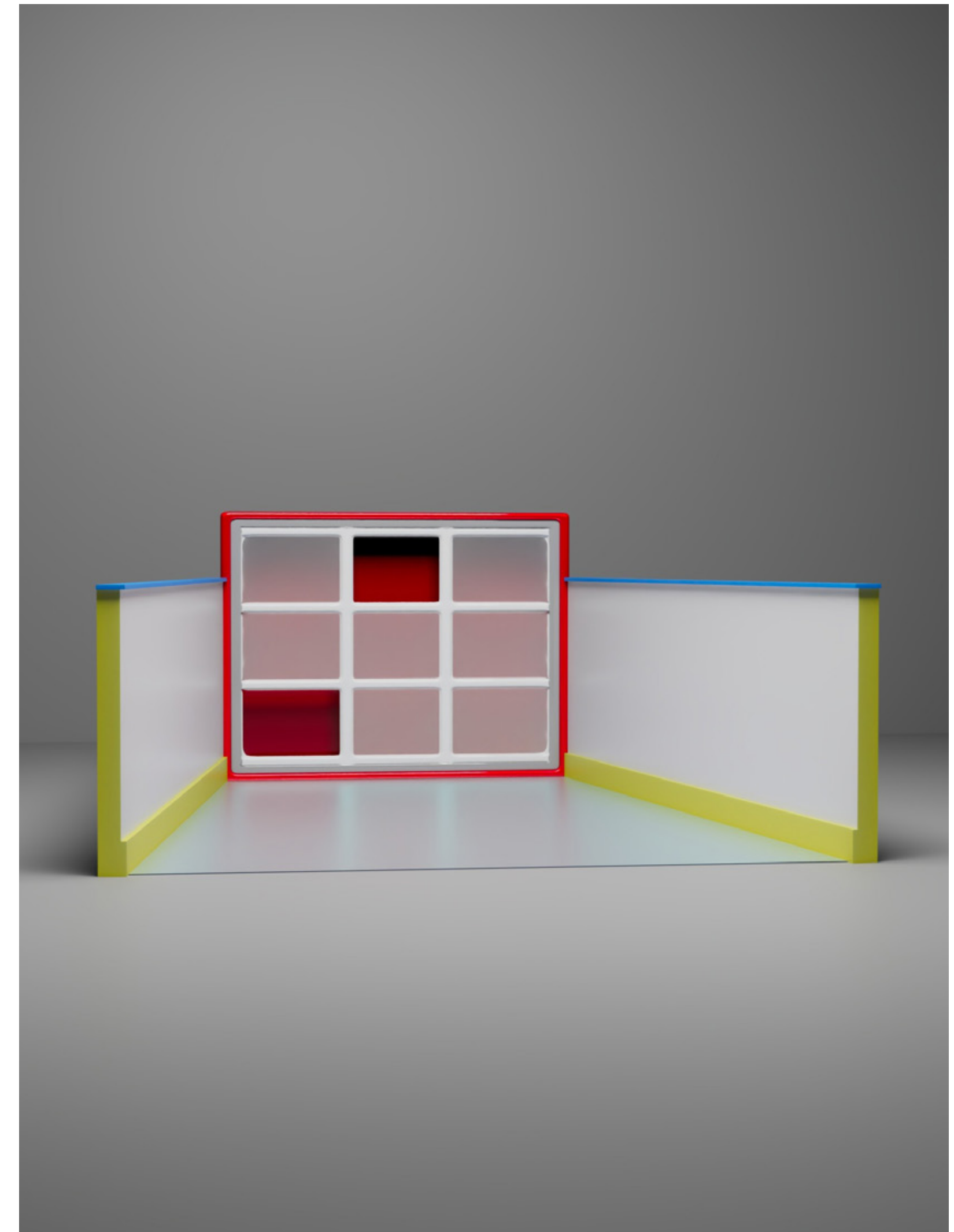
GAME CONCEPT - TIC-TAC-TOE



**PUCK CONTROL - RENDERED MODEL**



**CHECK PRACTICE - RENDERED MODEL**



**TIC-TAC-TOE - RENDERED MODEL**

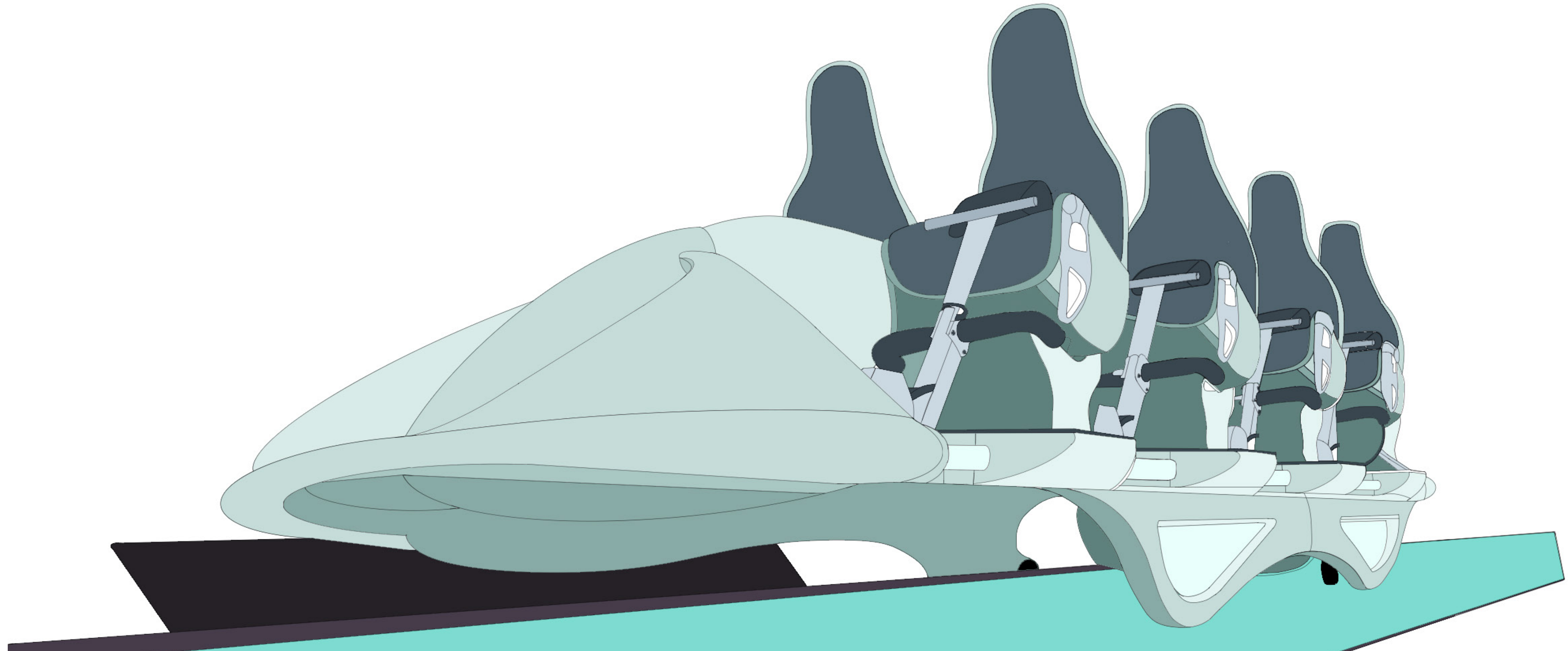
# Challenge Sprint - The Forgotten Reef Cruise Concept

Show Writing - Concept Design - 3D Modeling - Animatronics

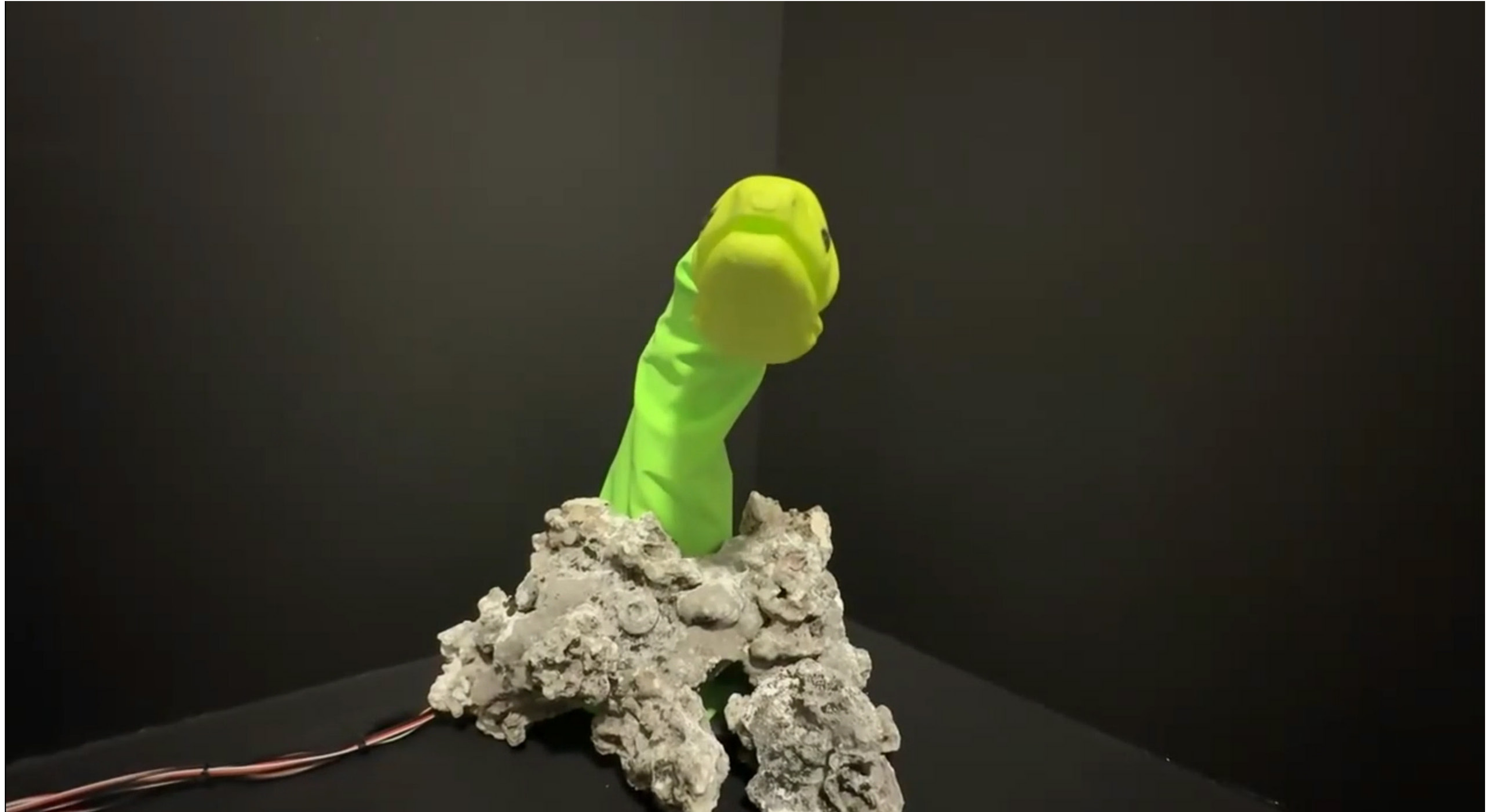
Tasked with developing a cruise-ship neighborhood concept in a one-week design sprint, my team created *The Forgotten Reef*: a world where pirate mythology and bioluminescent wonder power a mix of thrills, lounges, and memorable experiences. Guests move through distinct areas of the neighborhood ranging from a towering waterfall lounge with a hidden swim-up grotto, to an over-the-edge drop coaster, an animatronic-driven eel tavern and glowing mini golf, dueling launch slides, and an immersive underwater dining experience.



NEIGHBORHOOD LOGO CONCEPTS



LOOKDOWN-THEMED DROP COASTER - RIDE VEHICLE CONCEPT DRAWING



**MURRAY THE MORAY - ANIMATRONIC CONCEPT - [CLICK TO VIEW](#)**

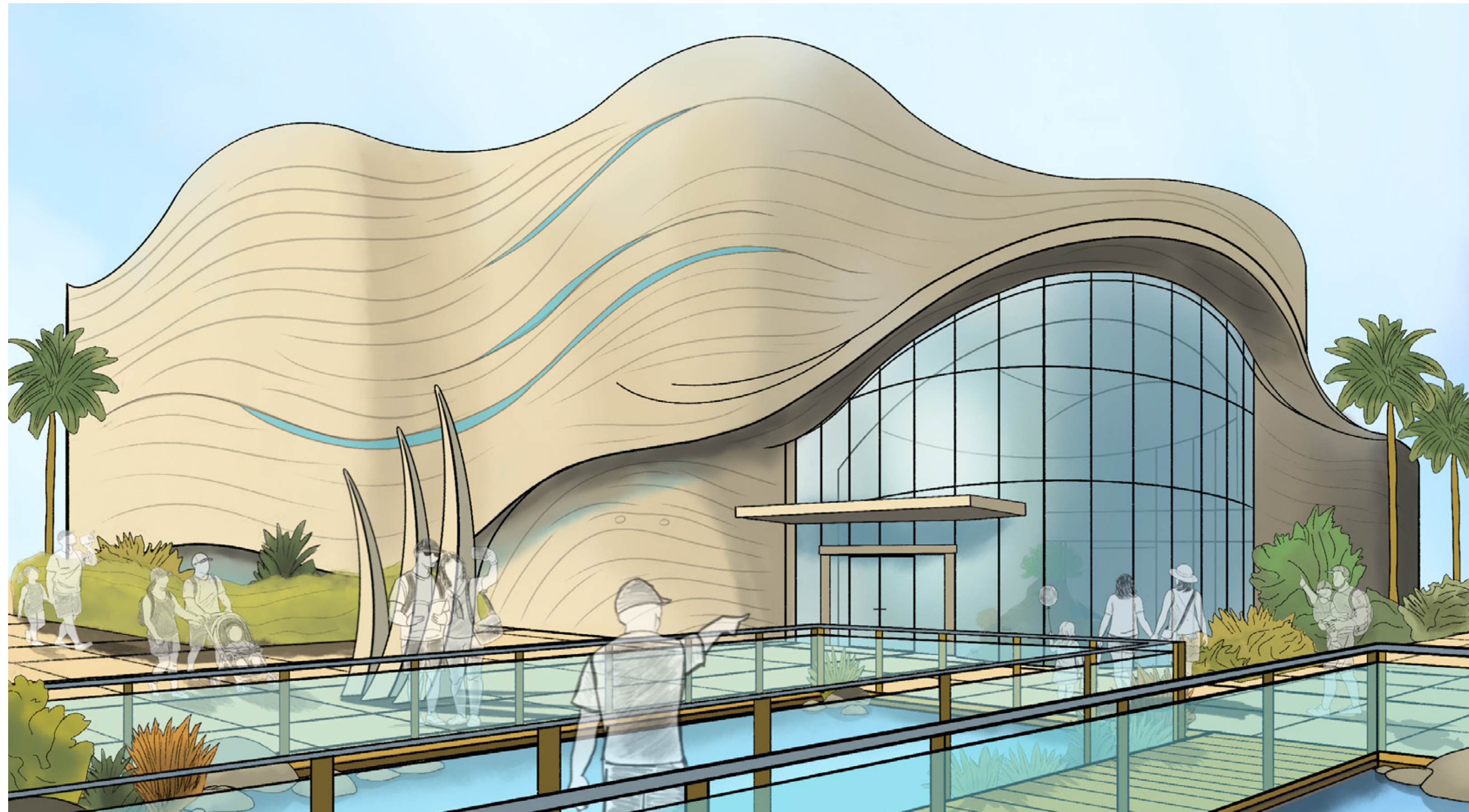
# Immersive Entertainment - Coral Quest: A Journey into Reef Conservation

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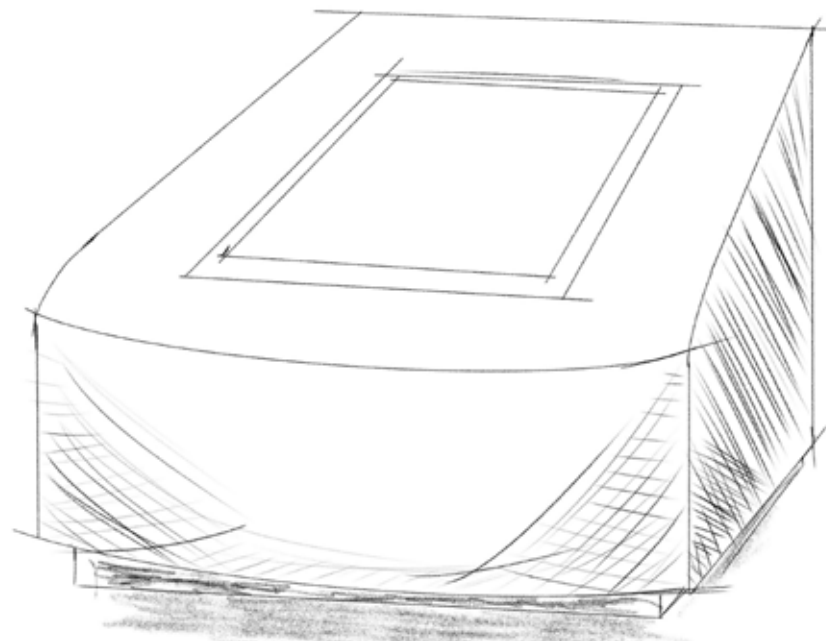
## Concept Development - 3D Modeling - Show Writing

*Coral Quest: A Journey into Reef Conservation* is an immersive educational exhibit designed to engage guests of all ages in understanding the importance of coral reef ecosystems and the efforts needed to protect them. The experience blends interactive digital displays, hands-on workshops, and projection mapping to simulate real-world coral restoration. Guests explore a digital reef, work in a tactile lab to propagate corals, and collaborate to restore a model reef. More than just educational, the exhibit aims to inspire environmental stewardship and meaningful action.

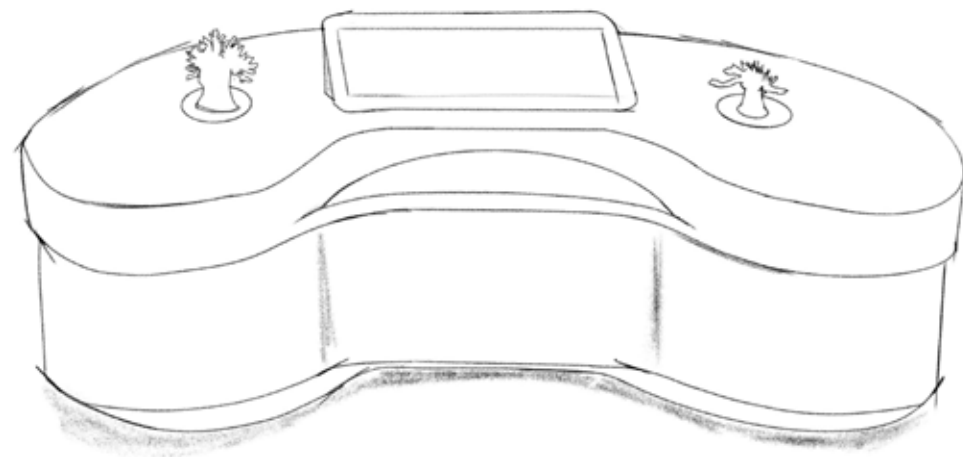
[Click here for the ride description / script.](#)



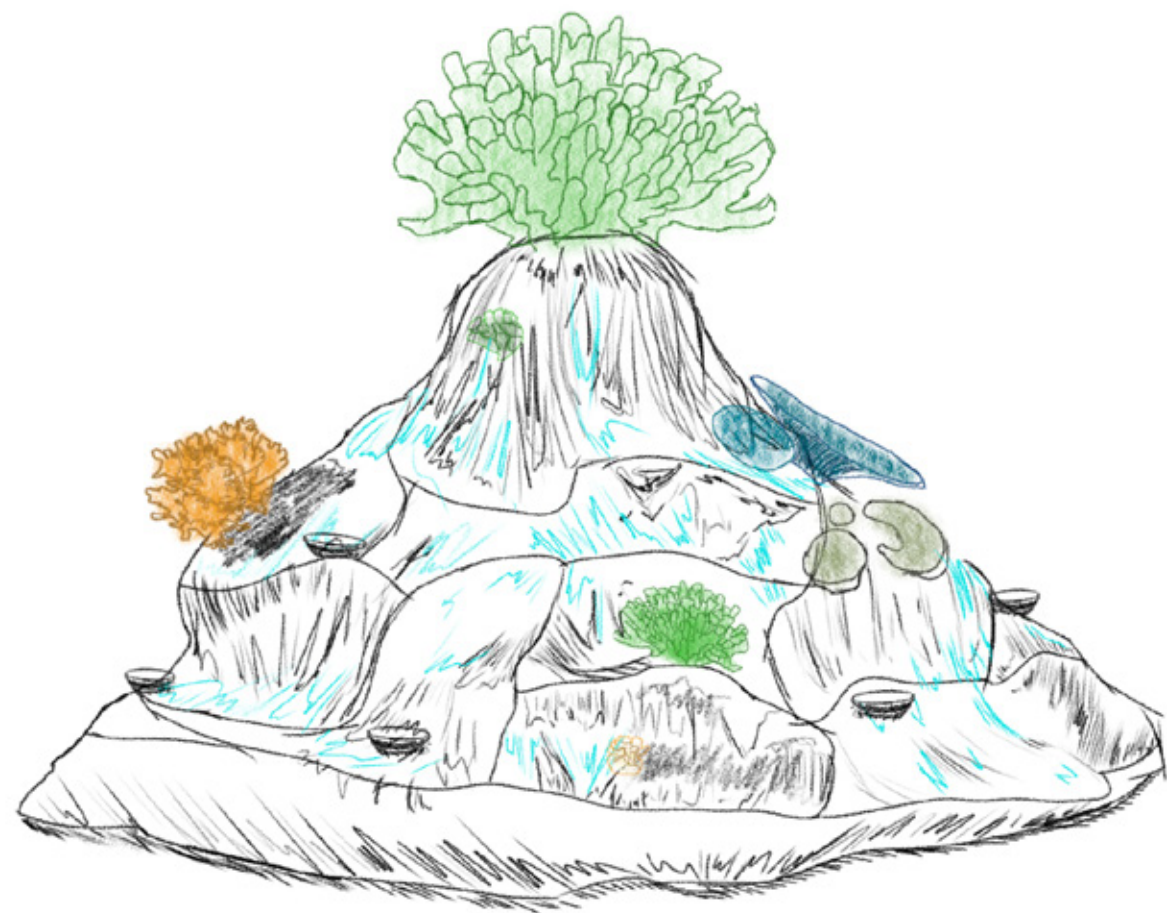
**CORAL QUEST - EXTERIOR - FINAL CONCEPT**



**ROOM 1/3 - DISPLAY SCREEN SKETCH**



**ROOM 2 - CORAL LAB DESK SKETCH**



**ROOM 3 - PROJECTION MAPPED REEF**



**ROOM 1 - DISCOVERY ROOM - POPULATED - MAYA**



**ROOM 2 - CORAL PROPOGATION LAB - POPULATED - MAYA**

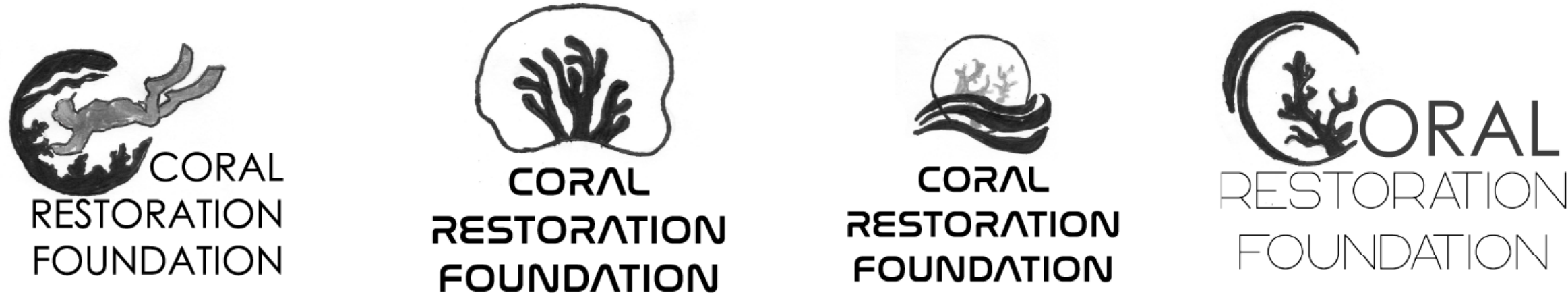


**ROOM 3 - COLLABORATIVE REEF ROOM - POPULATED - MAYA**

# Charity Rebranding - Coral Restoration Foundation

## Logo Design - Product Development

I designed a new logo and brand identity for the *Coral Restoration Foundation* to visually reflect its mission and values. Drawing from the vibrant hues of coral and the ocean, the color palette emphasizes the critical role reefs play in sustaining life on Earth. This rebrand aims to inspire both awareness and action in support of coral reef conservation.



CRF - ORIGINAL LOGO THUMBNAIL SKETCHES



CRF - FINAL LOGO SYSTEM - ADOBE SUITE



CRF - PRODUCT CONCEPTS - ADOBE SUITE



ALEXANDER  
NADEAU

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