



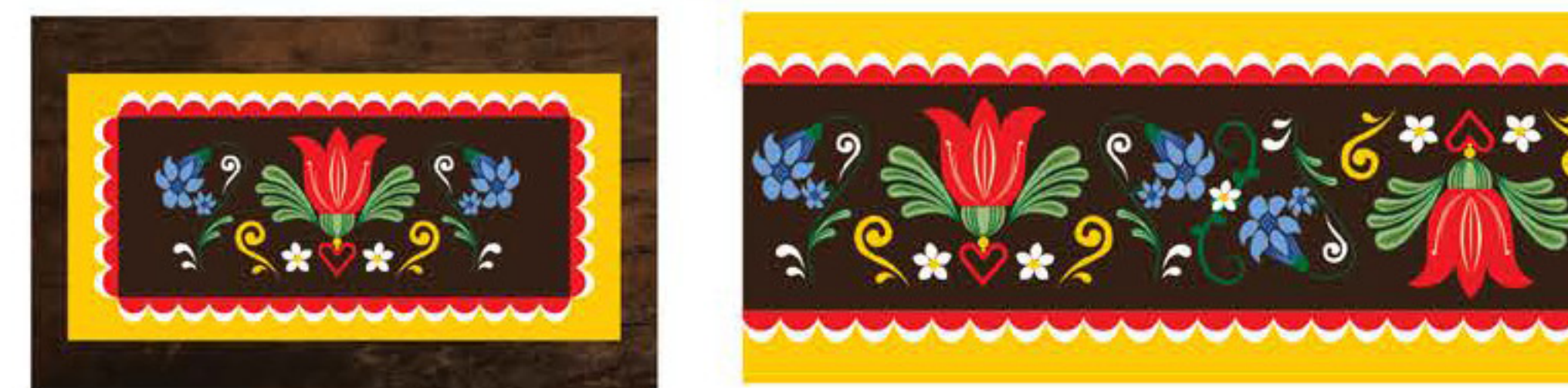
*Kristen Trevino*

Creative Experience Designer



# SeaWorld Orlando Seven Seas Food Festival

## German Market



I proposed completely redesigning the German Market for the Seven Seas Food Festival. Inspired by the Bavarian German look, I created this concept for the existing hut structure. The deliverables for this project consisted of the ID sign, header tiles, pole banners, bill of fares, and a double register wrap. I then created a welcome 'Willkommen' sign and German heart cookies as props for the back wall.

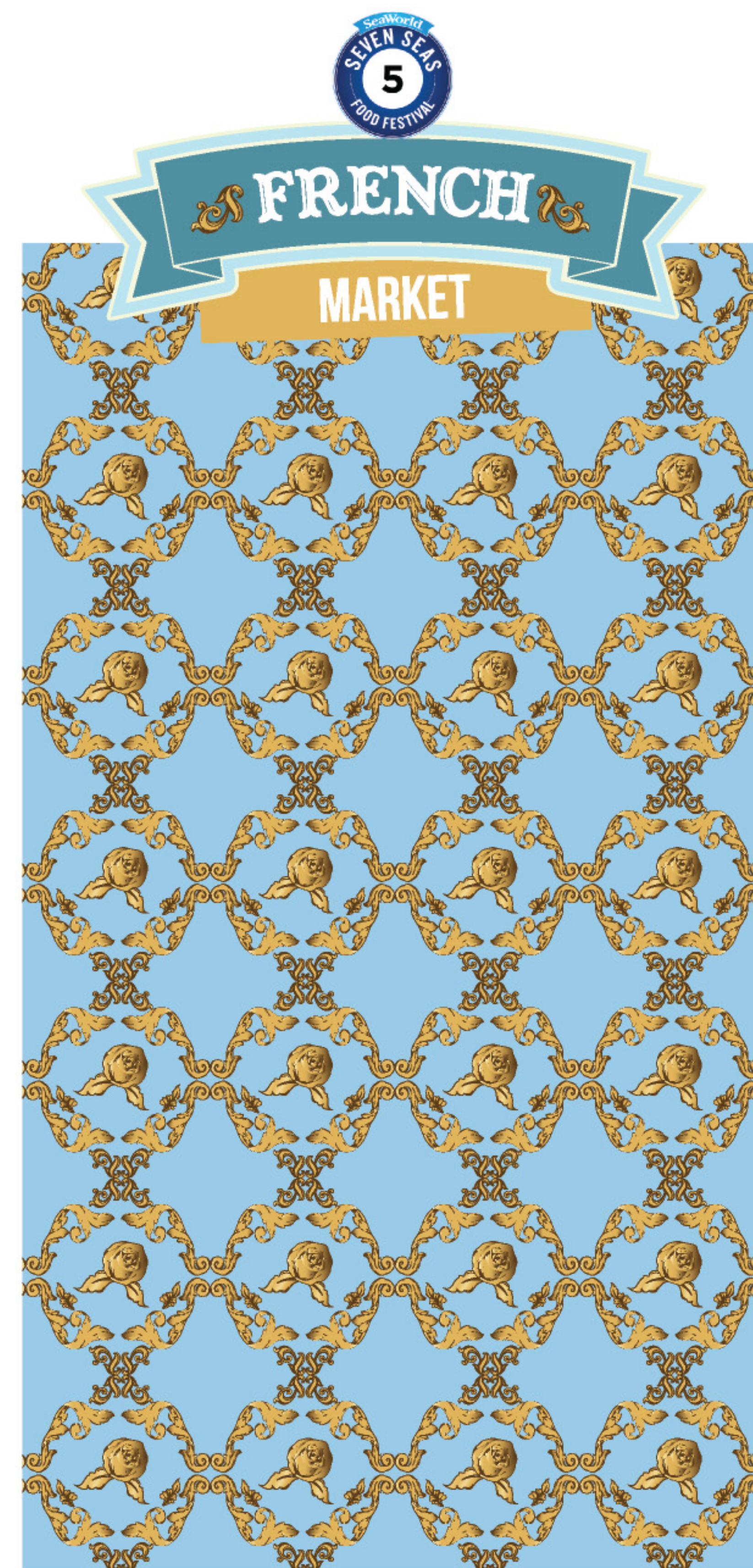


# SeaWorld Orlando Seven Seas Food Festival

## French Market



I designed all signage elements for the new 2024 French Market. I established the French rose look to complement the pre-existing hut design. The signage package consists of the ID sign, pole banners, bill of fares, and the bill of fares header. I also designed the minor French signs to decorate the flavor cart





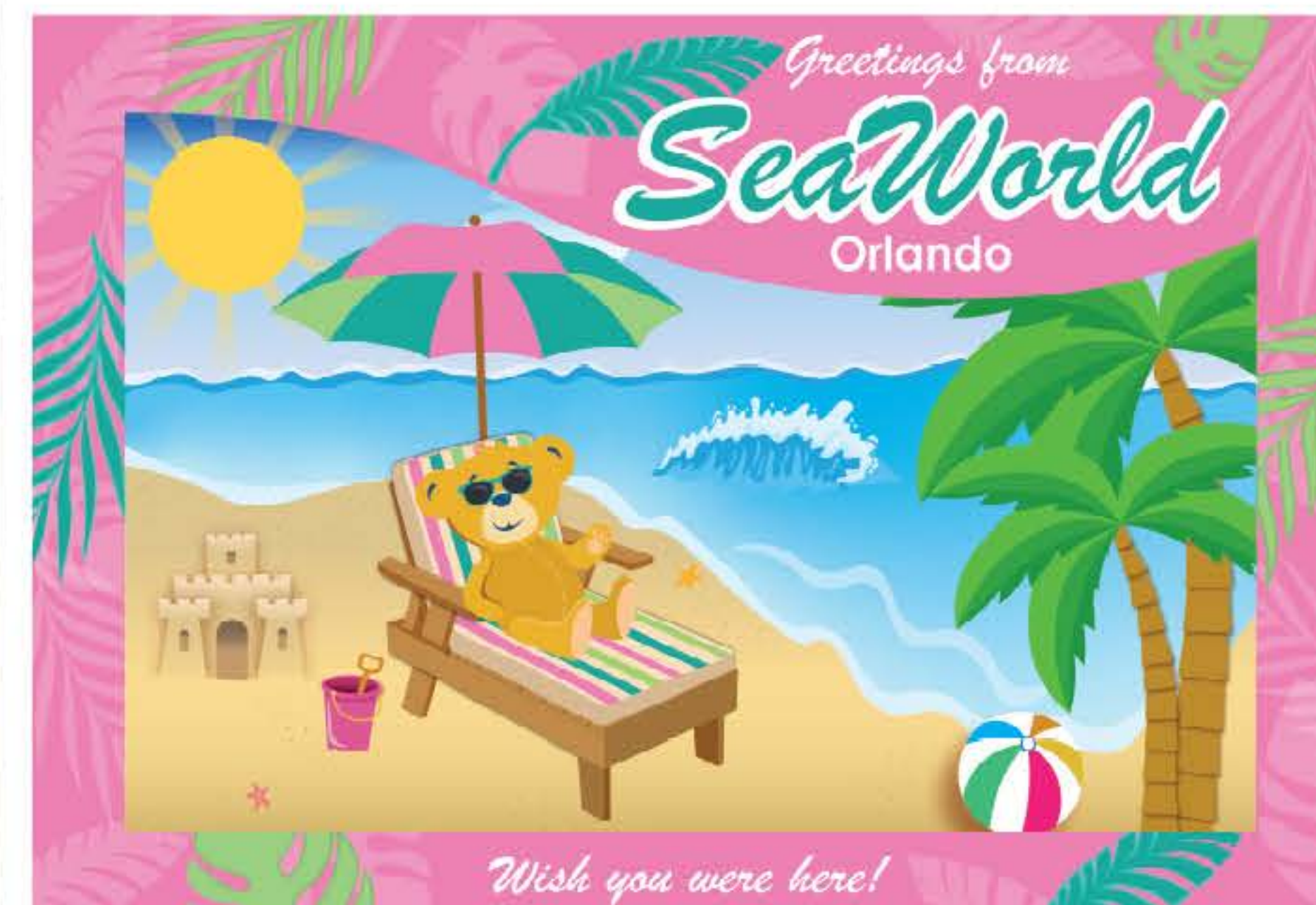
# SeaWorld Spooktacular Overlay



I created spooktacular overlays to enhance the Halloween theme in the Coconut Bay Traders gift shop. Since most of the existing decorations needed to remain, I focused on damage-free solutions to elevate the shop's appearance. I designed a circular overlay and a flag using Spooktacular assets and added bats to the upper back wall to achieve a more cohesive look.



# SeaWorld Build-A-Bear Redesign



I proposed a redesign for the Build-A-Bear store at SeaWorld Orlando to align with the area's Key West aesthetic. My design features two murals—one for each guest-facing wall—along with a decorative trim on the front.

Additionally, I created themed display cubes for the plush toys in the window.



# SeaWorld Orlando Seven Seas Food Festival 5K Run

## 5K RUN MILESTONES

Banner



Ground Cling



G-Boxes



Mile Markers



## OPERATIONAL SIGNAGE

Registration Iron Bases



A-Frames



Registration A-Frame



## MOTIVATIONAL SIGNAGE

Chef Stilt Walker Handheld



Irish Stilt Walkers w/ Handles on Back



Mime Double-Sided Handheld on Post



German Accordion Player w/ Garden Stakes



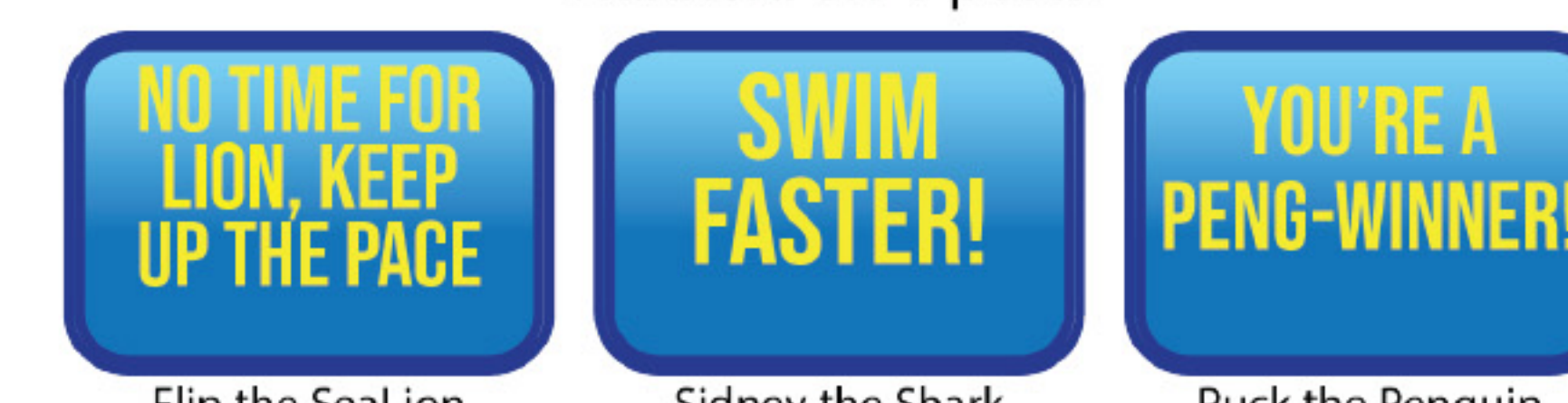
Rescue Team w/ Handles on Back



Truss Signs w/ Pole Strap (Each Milestone had 2 unique messages)



SeaWorld Characters Handheld on 4' posts



I was responsible for designing and producing all signage elements in our Seven Seas Food Festival 5K Run. First, I created a branding DNA that worked with the existing festival branding. I then worked closely with the entertainment team to develop unique motivational signage for the SeaWorld characters to cheer on the runners throughout the race.



# SeaWorld 60th Anniversary Plush Promo



TAKE HOME AN  
EXCLUSIVE  
SOUVENIR

WHEN YOU SPEND \$60 OR MORE IN A PARTICIPATING GIFT SHOP

50%  
OFF

Retail  
Value of  
\$39.99

While Supplies Last

SeaWorld 60<sup>th</sup> Plush

Limit 1 promotional item per qualifying transaction. Qualifying transactions must be \$60.00 or more after all other discounts and promotions have been applied, and before sales tax has been added. Gift with Purchase must be redeemed at time of transaction. Multiple Transactions may not be combined to meet qualifying threshold. Please see team member for additional details.  
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I was tasked with designing eye-catching signage for our 60th-anniversary plush purchase-with-purchase promo for all gift shop locations in SeaWorld Orlando.



# Elvis's Cookie Company



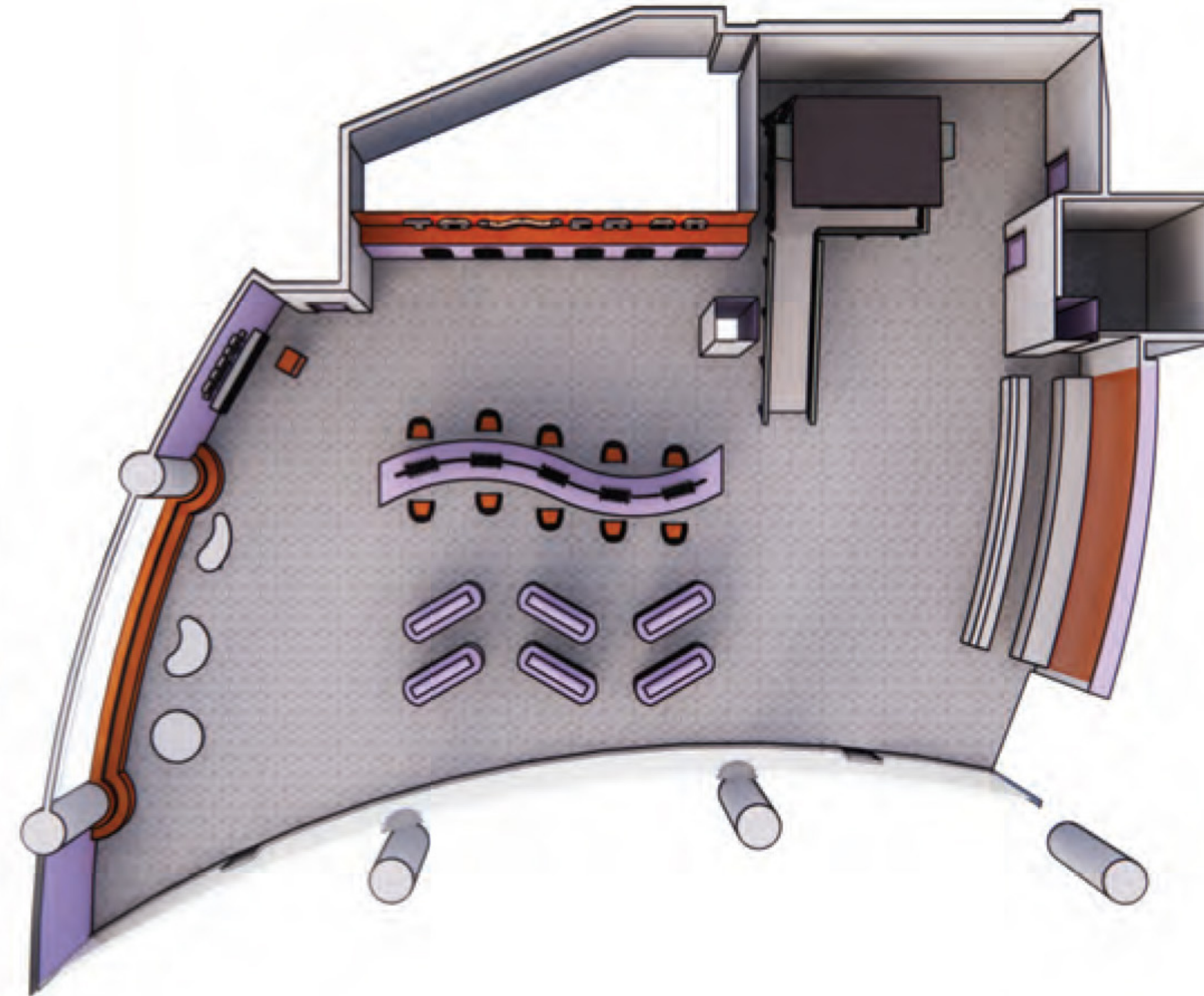
This personal project is inspired by the "Exactly Right" podcast network's beloved cat, Elvis. At the end of each episode of the podcast "My Favorite Murder," the host, Georgia Hardstark, asks her cat, Elvis if he wants a cookie, and then he meows in agreement.





# Tower 28 Flagship Store

## TOWER 28



As part of an educational project at SCAD, I designed a conceptual retail location for the brand Tower 28. Based on a preexisting building, I worked within the framework of the existing space and altered it to fit the needs of a beauty product retailer.

## Location

1555 Peachtree St NE #150

Atlanta, GA

## Construction Details

Building Type: Office

Building Size: 294,279 sqft

Standard Floor Size: 25,381 sqft

Year Built: 2007

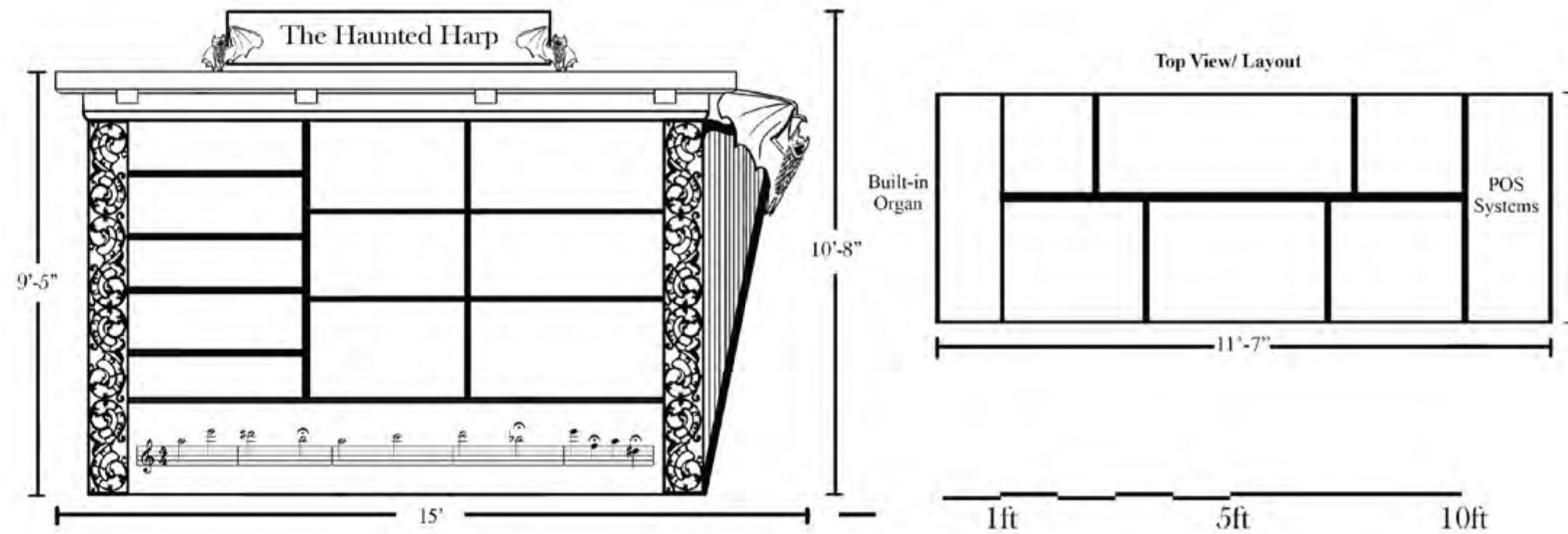
Building Height: 18 Floors

Ceiling Height: 11'





# The Haunted Harp



The Haunted Harp specializes in stocking all of your haunted musical needs. Our selection includes music boxes, instruments, and other haunted items that will bring music to your ears! Your musical ghost comes complimentary with each purchase.

I created the layout in Illustrator and the final rendering was painted in Photoshop.

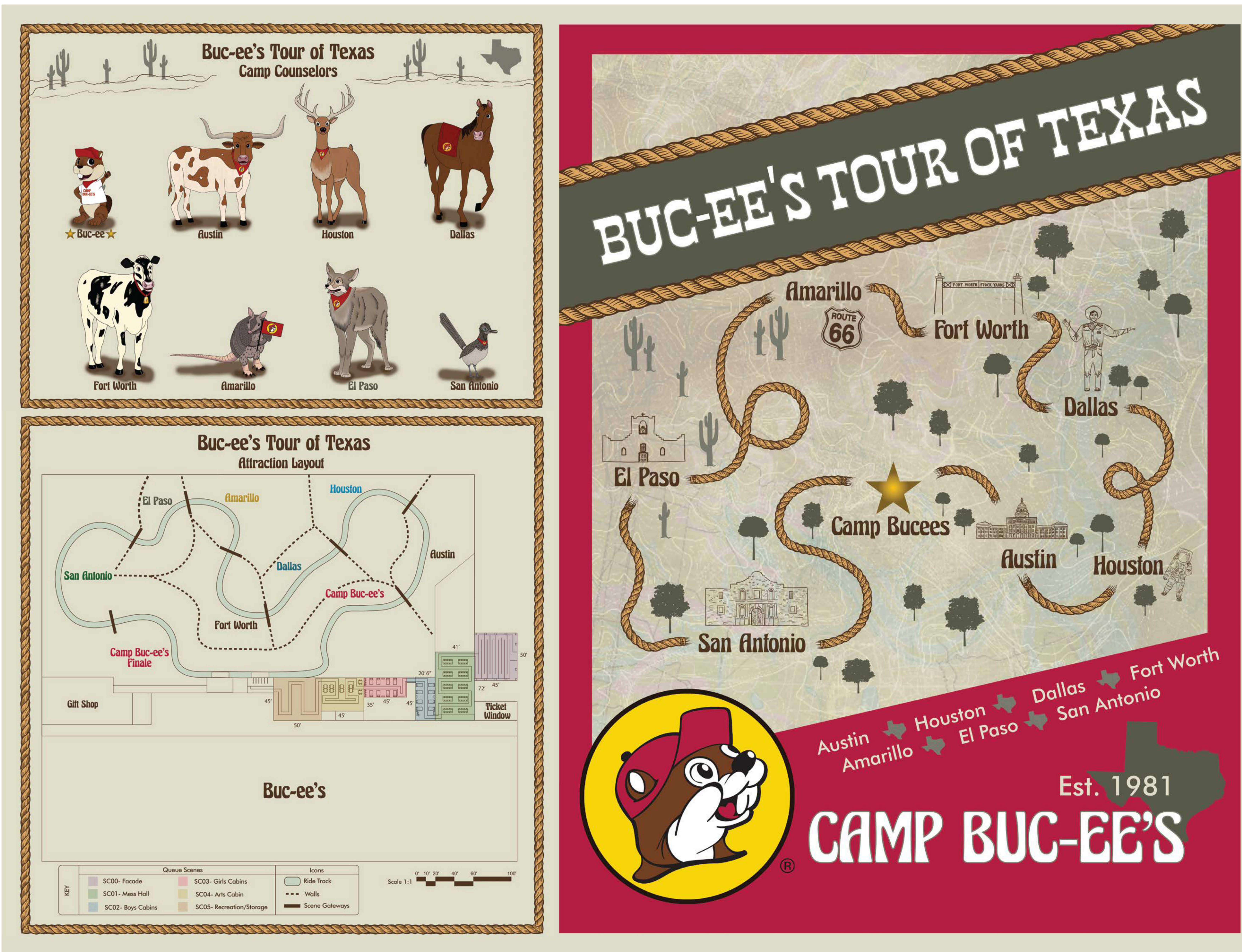




# Buc-ee's Tour of Texas

## A Texas-Themed Dark Ride

Part 1



For my MFA in Themed Entertainment Design Thesis project at SCAD I created a Dark Ride attraction inspired by Buc-ee's: the gas station.

### Story:

Buc-ee's Tour of Texas is a Dark Ride inspired by Buc-ee's gas stations. In this ride Buc-ee the Beaver will act as our Camp Buc-ee's Activities Director as he takes us sight-seeing around the state of Texas on our journey to pick up our camp counselors. My aim is to turn the pit-stop into the destination through creating immersive storytelling techniques catering to their consumers' brand loyalty.



# Buc-ee's Tour of Texas

## A Texas-Themed Dark Ride

### Part 2



**Buc-ee's Tour of Texas**  
Completed as Part of my thesis project  
for my MFA in themed Entertainment



For my MFA in Themed Entertainment Design Thesis project at SCAD I created a Dark Ride attraction inspired by Buc-ee's: the gas station.

### Set Design: Locations:

- |                  |                  |
|------------------|------------------|
| 1: Camp Buc-ee's | 6: Amarillo      |
| 2: Austin        | 7: El Paso       |
| 3: Houston       | 8: San Antonio   |
| 4: Dallas        | 9: Camp Buc-ee's |
| 5: Fort Worth    | Grand Opening    |

We start our journey at Camp Buc-ee's then move on to the largest and most popular cities in Texas. Each scene features actual locations from those cities with the goal to increase tourism.