

EXPERIENTIAL DESIGN & PRODUCTION · DETROIT

JASON McCOMBS

Founder, RadioactiveArtist · Creative Director · Executive Producer

11-Time Emmy Award Winner · Three decades of experiential production, Detroit to Las Vegas

THE SHORT VERSION

THE RESUME IN ONE SLIDE

I shape the narrative, the spatial design, and the execution strategy, then own the production spine that makes it real: scope, budgets, vendors, staffing, schedules, safety, and onsite execution.

Seven-figure

ANNUAL BUDGETS OWNED

5,000

GUESTS PER NIGHT, SOLD OUT

1,000

PERFORMERS, CREW, AND
VOLUNTEERS DIRECTED

50+

DEPARTMENTS BUILT AND LED

12 yrs

INSIDE ONE REGIONAL SPORTS
NETWORK

11

MICHIGAN EMMY AWARDS

4

DETROIT PRO FRANCHISES
SERVED

30 yrs

BUILDING EXPERIENCES, 1995 TO
PRESENT

Also: Telly Award · Knight Arts Challenge Grant · Make Magazine Editors' Choice · Invited Speaker, Burning Man Global Leadership Conference

TRACK RECORD

CLIENTS, PARTNERS & PLATFORMS



Broadcast, automotive, esports, public media, and consumer AI. Same operator across all of it.

CASE STUDY 01 · OPERATIONS AT SCALE

THEATRE BIZARRE

General Manager and Partner, 2010 to 2022 · Stage Manager, 2001 to 2010

- ▶ Turned a money-losing backyard event into a financially sustainable, internationally recognized immersive production inside the Detroit Masonic Temple.
- ▶ Built and ran a 50-plus department structure: 9 department heads, 50-plus managers, nearly 1,000 performers, crew, and volunteers on show nights.
- ▶ Owned the seven-figure annual budget, vendor contracts, performer payroll, venue agreements, and full build, show, and strike execution.
- ▶ Managed a 75-person security team with onsite EMTs, coordinating with the fire marshal, Detroit Police, and city officials on all safety and compliance.

Ten years. Sold out every year.

5,000

GUESTS PER NIGHT

21

VENUE SPACES

8

STAGES

50+

DEPARTMENTS



LOAD-IN, MASONIC TEMPLE



WHAT SHOW NIGHT LOOKS LIKE

Every stage, set, sign, and department in the frame ran through one production office. Mine.

BROADCAST MEDIA DAY ENVIRONMENTS

FanDuel Sports Network Detroit (Fox Sports Detroit, Bally Sports), 2015 to 2026

- Designed and executed branded media day environments for the Detroit Tigers, Pistons, and Lions: scenic design, LED system architecture, 3D environment design, custom animation, crew hiring, and onsite production.
- Built multi-surface LED environments with independently controlled walls and reflective floor integration, using LED as both display and active lighting while triggering live visuals during shoots.
- The environments were designed around the content and the content around the environments, as one integrated system.

One client. Twelve continuous years. Two network rebrands. The trust renewed every season.

12

CONTINUOUS YEARS

4

DETROIT FRANCHISES

11

MICHIGAN EMMY AWARDS



TIGERS MEDIA DAY LED BUILD



CASE STUDY 03 · CAMPAIGNS & MOTION

EMMY-WINNING CAMPAIGN WORK

Creative lead across broadcast, digital, social, outdoor, and in-arena LED

- ▶ Directed and produced the Emmy-winning April in the D seasonal campaign; led the concept-driven Tigers Spring Training campaign end to end: original concepts, scripts, and crafted animation.
- ▶ Art Director, A Craftsman's Legacy on PBS: defined and led the creative vision of a nationally distributed weekly series, 2014 to 2017.
- ▶ Contributed to two network-wide rebrands and re-engineered agency-delivered After Effects toolkits into scalable production systems used across high-volume deliverables.

The reel wins awards. The pipeline ships on time. I build both.

Watch April in the D, 60 seconds: vimeo.com/896995289

CASE STUDY 04 · ESPORTS & ARENA SYSTEMS

FULL-ARENA GRAPHICS, LAS VEGAS

eStars / WSOE · HyperX Esports Arena Las Vegas at the Luxor, 2019 to 2022

- ▶ Produced full-arena tournament graphics for the WSOE series: panorama walls, per-player screens, Jumbotron and matchup graphics, and floor, wall, and tunnel animations.
- ▶ Unified every surface per tournament theme, from Vegas skyline backplates to game keyart for Hearthstone, Fortnite, Rocket League, Valorant, and Soul Calibur, collaborating directly with publisher art teams including Epic Games and Blizzard.

Every screen in the building, one visual system, on a tournament clock.



WSOE PANORAMA WALL, LIVE



PANORAMA AND FLOOR, IN SHOW



PER-PLAYER SCREEN GRAPHICS



MATCHUP AND RULES GRAPHICS

AUTOMOTIVE VISUALIZATION & EXHIBIT ENVIRONMENTS

Ford, multi-year visualization client · MVP Collaborative, 3D exhibit design

- ▶ Translated engineering CAD data into consumer-readable 3D animation for automotive market research on unreleased features: side curtain airbags, rollover systems, and navigation concepts, with Ford as the primary multi-year client.
- ▶ Established MVP Collaborative's first in-house motion graphics department and created 3D exhibit and reveal environments for auto shows serving GM, Audi, Volkswagen, Ford, and Kelly Services.
- ▶ Confidential prototype work delivered on OEM timelines, under NDA discipline, for research audiences that could not see a wireframe and had to see a car.

Auto show work is where experiential started for me. It never left the toolkit.

CAD DATA IN. CONSUMER STORY OUT.



Detroit auto show floors, Ford research studios, and reveal environments: the home turf of this town's experiential industry.

CASE STUDY 06 · ORIGINAL PRODUCTION

WONDERLAND DETROIT

Co-Writer, Director and Producer, 2009 to 2010

- ▶ Self-financed original immersive musical built inside a raw industrial warehouse: staging, lighting, sound, bar, modular scenic, and a custom live video projection system, all from zero.
- ▶ Directed circus and burlesque performers and a 10-piece original orchestra, staged as a live radio play fused with a variety show around a fully custom score.
- ▶ No client, no safety net, no existing venue. The producer, the director, and the fabricator were the same person.

Sold out. Held over. Revived by demand.

“There is nothing happening quite like this anywhere else in the world.”

Press coverage of Wonderland: “Behind the Bizarre,” May 2009



CUSTOM PROJECTION STAGE, LIVE SHOW

CASE STUDY 07 · PUBLIC ACTIVATIONS & FABRICATION

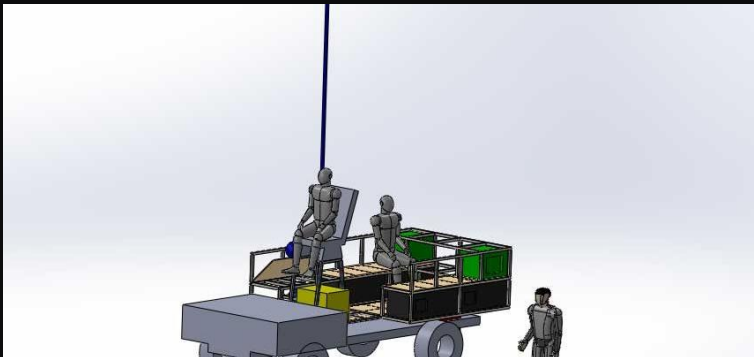
FROM CAD FILE TO OPEN FLAME

Designer, fabricator, and crew lead, Detroit to Black Rock City

- Designed and led a Burning Man art car build on a 1965 Ford F-250: CAD-engineered structure, a 23-foot inflatable, flamethrowers, and a 4,000-watt sound system, then drove it 2,000 miles and ran it on playa.
- Invited speaker, Burning Man Global Leadership Conference, 2017.
- Year-round public programming: festival installations, ticketed pop-ups, parade builds, Detroit Maker Faire, and the Marche du Nain Rouge official after-party at the Masonic Temple.



ON PLAYA, BLACK ROCK CITY



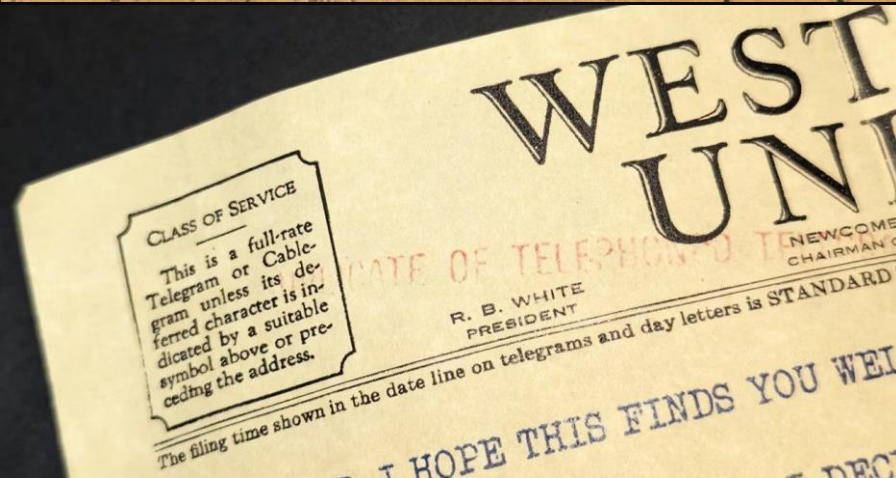
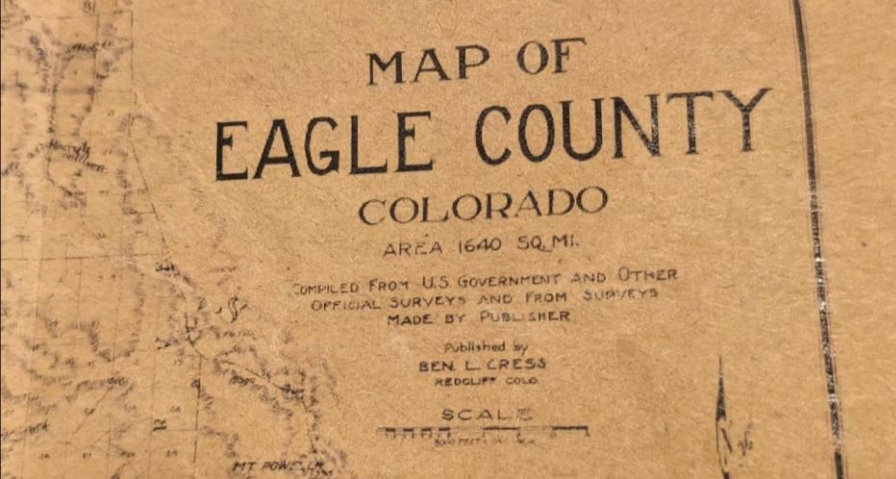
ENGINEERED IN CAD



WELDED IN DETROIT



FLAME SYSTEM, LIVE



CASE STUDY 08 · PARTICIPANT JOURNEY DESIGN

THE GREAT AMERICAN MONKEY 1000

Co-Founder and Creative Director, The Adventureman's Guild, 2019 to present

- ▶ Created a 1,000 km motorcycle adventure for 50 riders navigated entirely through a hand-fabricated narrative mail system: letters, telegrams, maps, and ephemera from a fictional explorer, delivered to riders' real mailboxes and decoded to reveal the route.
- ▶ Every artifact written, designed, printed, weathered, and mailed from the studio. Editions across Colorado, Michigan, Montana, Tennessee, Utah, and Minnesota.
- ▶ Around it, co-founded and lead a national membership organization: 110-plus members, 4 chapters, 70-plus events, a printed field handbook, and a full brand and rank system.

This is participant journey design, executed in physical media, at production quality. The same craft agencies sell as brand experience.

50

RIDERS PER EDITION

1,000 km

NO MAP, NO ROUTE

6

STATES AND COUNTING

JASON McCOMBS · DETROIT

AI THAT SURVIVES A CLIENT PIPELINE

Working generative pipelines since the earliest tools, plus a consumer AI advisory seat

- The Fifth Wall: fabricated four decades of consistent photographic history for an immersive experience using early Midjourney and Leonardo pipelines, custom character sheets, and heavy Photoshop compositing, before the tools made it easy.
- Built an end-to-end generative workflow that treats AI as a component generator feeding fully layered, revision-proof Photoshop and Illustrator files at true print scale.
- Advise X-Origin, a consumer AI robotics company, on product experience and maker workflows; featured artist on their AIPi product site. AI-generated stills also feed my After Effects motion pipeline as editable source material.

I use AI the way a production needs it used: revisable, brand-safe, and deadline-proof.

4

DECADES FABRICATED

2

X-ORIGIN HARDWARE LINES
EVALUATED

100s

ITERATIONS BEHIND EACH
FINAL IMAGE



ONE HIRE, THREE JOB DESCRIPTIONS



Creative Direction

- Concept, narrative, and spatial design
- Brand systems and campaign development
- Art direction across broadcast, print, and environment
- 11 Michigan Emmys of on-air proof

Executive Production

- Budgets, vendors, and contract negotiation
- Staffing, scheduling, and run of show
- Safety, permits, and city coordination
- Full build, show, and strike ownership

Technical Fluency

- LED architecture, projection, and media systems
- Scenic design and hands-on fabrication
- After Effects and Cinema 4D pipelines
- Practical, revision-proof generative AI workflows

I can sit in the client meeting, design the concept, budget the build, and run the floor on show day.

Available for director-level roles and select creative, experiential, and production engagements.

References on request: FanDuel Sports Network leadership, Theatre Bizarre operations, and 20-year creative partners.



LET'S TALK

If you have a build, a broadcast, an activation, or a floor that has to open on time, I want to hear about it.

248-761-2538

radioactiveartist@gmail.com

radioactiveartist.com/portfolio

[linkedin.com/in/jason-mccombs-44843417](https://www.linkedin.com/in/jason-mccombs-44843417)

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