

JASON McCOMBS

Creative Director | Executive Producer | Experiential Design and Production

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PROFESSIONAL SUMMARY

Creative director and experiential systems designer with 30 years of experience building immersive environments across art, entertainment, and corporate spaces. Shapes narrative, spatial design, and execution strategy, then owns the production spine that makes it real: scope, seven-figure budgets, vendors, staffing, schedules, safety, and onsite execution. Rebuilt Theatre Bizarre from a money-losing backyard event into a financially sustainable, internationally recognized immersive production drawing 5,000 guests a night through a 50-plus department operating structure. Spent 12 continuous years leading broadcast motion design inside a regional sports network through two rebrands. 11-time Michigan Emmy Award winner, currently advising a consumer AI robotics company on product experience and maker workflows.

CORE SKILLS

Creative Direction | Art Direction | Executive Production | Experiential Design | Live Event Production | Immersive Environments | Brand Systems | Campaign Development | Motion Graphics | Animation | Broadcast Design | Post-Production | Compositing | Visual Effects | Environmental Graphics | Large-Format Display | LED Systems | Projection | Scenic Design | Fabrication Coordination | Budget Management | Vendor Management | Contract Negotiation | Cross-Functional Team Leadership | Stakeholder Presentations | Run of Show | Safety and Risk Coordination | Generative AI Workflows | Prompt Engineering | AI Product Experience

Tools: Adobe After Effects, Photoshop, Illustrator, InDesign, Premiere Pro | Cinema 4D | Broadcast and live-event production pipelines | Projection and media delivery systems | Microsoft Office 365, Google Workspace, Teams, Airtable, Asana, Jira, Dropbox | Midjourney, Leonardo | Raspberry Pi, Jetson, Linux

PROFESSIONAL EXPERIENCE

RadioactiveArtist | Founder, Creative Director and Executive Producer

Detroit Metro Area | January 1995 to Present

- Lead creative direction and production across experiential design, broadcast and motion design, brand systems, fabrication, installations, and campaign delivery for clients and partners including GM, Audi, Volkswagen, Ford, Epic Games, Blizzard, and the Buffalo Nighthawks (NLL).
- Produced full-arena tournament graphics for the WSOE series with eStars at the HyperX Esports Arena Las Vegas at the Luxor (2019 to 2022): panorama walls, per-player screens, Jumbotron and matchup graphics, and floor, wall, and tunnel animations for titles including Hearthstone, Fortnite, Rocket League, and Valorant, collaborating directly with game publishers' art teams.
- Advise X-Origin, a consumer AI robotics company, on product experience, behavior and personality design, knowledge-base systems, and maker workflows (2026 to present); evaluate pre-release hardware across two product lines and am featured as an artist on the AIPi product site.
- Developed an end-to-end generative AI production workflow that treats AI as a component generator feeding fully layered, revision-proof Photoshop and Illustrator files that assemble to true high-resolution print scale.
- Translated engineering CAD data into consumer-readable 3D animation for automotive market research on unreleased features (side curtain airbags, rollover systems, navigation concepts), with Ford as the primary multi-year client.

FanDuel Sports Network Detroit | Senior Motion Graphics Designer, On-Air Marketing and Promotions (Contract)

Detroit Metro Area | November 2015 to April 2026 | Formerly Fox Sports Detroit, then Bally Sports Detroit; one continuous engagement

- Designed and executed branded media day environments for the Detroit Tigers, Pistons, and Lions, owning scenic design, LED system architecture, 3D environment design, custom animation, crew hiring and coordination, and onsite production, plus coverage graphics for the Red Wings.
- 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.
- Directed and produced the Emmy-winning April in the D seasonal campaign and led the concept-driven Tigers Spring Training campaign, developing visual language, scripts, and motion design for high-impact broadcast spots.
- Led broadcast and promotional creative across on-air identity systems, show packages, seasonal campaigns, promos, and PSAs spanning broadcast, digital, social, outdoor, and in-arena LED; contributed to two network-wide rebrands.
- Created the complete brand identity for the I Ran the D 5K and developed logos for shows, merchandise, and marketing across the network's 12-year evolution.
- Standardized and re-engineered agency-delivered After Effects toolkits into scalable, production-ready systems, reducing update time and improving speed and reliability across high-volume deliverables.

Theatre Bizarre | General Manager and Partner

Detroit, MI | 2010 to 2022 | Stage Manager, 2001 to 2010

- Brought in as a full partner to redirect management and professionalize the organization during its move to the Detroit Masonic Temple, turning a money-losing backyard event into a financially sustainable, ticketed, internationally recognized immersive production drawing 5,000 guests a night.
- Built and ran a 50-plus department leadership and budgeting structure across 21 performance spaces and 8 stages, directing 9 department heads, 50-plus managers, and nearly 1,000 performers, crew, and volunteers.
- Owned a seven-figure annual budget, vendor contracts, performer payroll, venue agreements, schedules, and full build, show, and strike execution.
- Managed a 75-person security team alongside onsite EMTs and first aid, coordinating with the fire marshal, Detroit Police, and city officials on all safety and compliance matters; permits, catering, valet, parking, and venue coordination ran through one office.
- Expanded the organization into year-round programming including festival installations, ticketed pop-ups, parade builds, and public activations.

The Adventureman's Guild | Co-Founder and Creative Director

Detroit Metro Area | August 2019 to Present

- Co-founded and lead a national membership organization (110+ members, 4 chapters), planning and coordinating logistics for 70+ events across Michigan and beyond, including international expeditions in Costa Rica, Japan, and Vietnam.
- Created the Great American Monkey 1000, a 1,000 km motorcycle adventure for 50 riders navigated entirely through a hand-fabricated narrative mail art system: physical letters, telegrams, and ephemera from a fictional explorer, delivered to riders' mailboxes and decoded to reveal the route.
- Wrote and produced the Guild's printed field handbook, designed the complete brand system (patches, uniform, merchandise, collateral), and built the merit badge, rank, and mentorship structure alongside all internal operating documents and the chapter leadership model.

A Craftsman's Legacy (PBS) | Art Director

Greater Detroit Area | April 2014 to June 2017

- Defined and led the creative vision for a nationally distributed weekly PBS series, establishing and maintaining the show's graphics package and visual identity across diverse subjects and episodes.

Wonderland Detroit | Co-Writer, Director and Producer

Detroit, MI | 2009 to 2010

- Co-created and produced a self-financed original immersive musical built from a raw industrial warehouse, directing circus and burlesque performers and a 10-piece original orchestra; the production sold out, was held over, and was revived by demand.

ADDITIONAL EXPERIENCE

MVP Collaborative, Motion Graphic Artist / 3D Exhibit Design (2000 to 2003): established the company's first in-house motion graphics department; created 3D exhibit and reveal environments for auto shows serving GM, Audi, Volkswagen, Ford, and Kelly Services. | NBC 24 Toledo, Art Director (2008 to 2009). | StreamDynamics, Media Specialist (2009 to 2019). | Sanctum.FM, Event Producer / Show Host (2010 to 2016). | Los Minstrels Del Diablo, Performer / AV System Designer (2001 to 2013): live synchronized audio-video performance duo; commissioned by Kevin Saunderson to create all tour visuals for the Elevator World Tour. | Trillium Teamologies, 3D Animator (1998 to 2004). | Midwest Video, 3D Graphic Artist / Multimedia Director (1997 to 2000): built the motion graphics and multimedia department from the ground up.

AWARDS AND RECOGNITION

11-time Michigan Emmy Award winner | Telly Award recipient | Knight Arts Challenge Grant recipient | Make Magazine Editors' Choice Award recipient | Invited Speaker, Burning Man Global Leadership Conference (2017) | Featured Artist, X-Origin AIPi

EDUCATION AND CERTIFICATIONS

Specs Howard School of Broadcast Arts, Certificate, Broadcasting and Communications | Schoolcraft College, Graphic Design coursework | Avid Certified Editor | Adobe Photoshop Certification | Lightwave Masters Class