

Malcolm Bornmann

bringing stories of beloved brands to life through games, theme parks, and collaboration

EDUCATION

M.S. Digital Media (Accelerated Degree)

Drexel University
3.88 of 4.00, 45 credits
September 2019 - June 2022

B.S. Games Design & Production (Honors with Distinction)

Drexel University
3.86 of 4.00, 181 credits
September 2017 - June 2021

ORGANIZATIONS

ASTM Committee F24

Member of AR/VR Task Group
January 2020 - Present

Themed Entertainment Association (TEA)

Member
October 2018 - Present

International Association of Amusement Parks and Attractions (IAAPA)

Member
October 2018 - Present

Drexel Motion Capture Club

Co-Founder / Vice President /
Event Coordinator
October 2018 - June 2022

Drexel Theme Park Engineering & Design Group (TPED)

President / Vice President /
Secretary / Media Chair / Member
September 2017 - June 2022

Drexel Co-op Theatre Company

Performance Scholarship Student
September 2017 - June 2019

EXPERIENCE

Animax Designs

August 2023 - Present

Project Coordinator - Epic Universe

- Supports multiple Project Managers on their multi-year, multi-million-dollar themed entertainment projects by leading meetings with internal and external stakeholders, tracking the status of daily tasks, and organizing data through meeting notes, progress updates, and spreadsheets
- Establishes healthy relationships with all clients, suppliers, and departments to ensure effective communication and partnership throughout the project
- Applies adaptive thinking to help resolve conflict and overcome daily project hurdles within the constraints of time, budget, and creative intent
- Increases project efficiency by developing a new pipeline for the tracking of information through the procurement process, inclusive of the quoting, purchasing, manufacturing, and receiving of custom-made parts and off-the-shelf items

Walt Disney & Pixar Games

June 2022 - January 2023

Professional Intern - Brand Relations

- Worked closely with AAA and indie game development studios to create original stories through high-quality games inspired by the worlds of Disney and Pixar, overseeing the integration of Disney and Pixar IP across 19 international and regional console, PC, and mobile titles, including Disney SpellStruck, Kingdom Hearts IV, and the award-winning Disney Illusion Island
- Collaborated with cross-functional teams (Production, Creative, PR, Marketing) within Pixar, Walt Disney Animation Studios, Walt Disney Pictures, and Walt Disney Imagineering to secure feedback and approval on all asset submissions, ensuring that all IP integrations stayed on brand within the constraints of time, budget, and the game's art style, narrative, and gameplay mechanics

Animax Designs

June 2021 - June 2022

Marketing and Events Intern

- Captured high-resolution photos and videos of puppets, costumes, animatronics, and static figures for internal documentation and client review
- Assisted upper management with event planning and media creation for the launch of new branding and company product, ATOM and Protonix, to an international audience of 28,000+ at IAAPA Expo 2021, a booth that went on to win the IAAPA 2021 Brass Ring Award for Best Exhibit
- Published custom-designed graphics and copy on company's Instagram, Facebook, and LinkedIn accounts through social media management platforms to increase brand awareness and customer engagement
- Authored multiple blog posts on company's Squarespace website that advertised the Animax internship program through in-depth interviews

Children's Hospital of Philadelphia

Sept. 2019 - March 2020

Game & Communications Co-op

- Researched and presented an extensive literature review on how different forms of media have been used to communicate sexual reproductive health topics to parents and their children
- Created brand-specific motion graphics for social media marketing campaigns that increased followers and post engagement

PERSONAL PROJECTS

Growing

June 2020 - June 2021

Art Lead

- Led distributed team of 17 concept artists, modelers, animators, sound designers, UI/UX artists, level designers, narrative designers, and technical artists in the art direction of a narrative-driven 3D platformer game that is played from the perspective of a small sunflower who searches for their caretakers in a suburban house filled with environmental hazards that were created by a magical cat
- Coordinated transaction between multiple parties, including students, faculty, and staff, resulting in collaboration with Digic Pictures, an international vendor who provided proprietary cat motion capture data for use in-game

Oil and Cordite

March 2020 - Sept. 2020

Level Designer

- Conceptualized environmental design for 5 distinct levels of a high-flying, action-packed combat flight simulator that takes place in a smog-covered future
- Created clean geometry in Maya based on collected reference imagery and integrated those assets into Unity for user testing

Drexel VR Bike v2.0

Sept. 2018 - August 2019

Project Director & Exhibitor

- Managed and assisted team of 20 (spanning 8 different majors) to create a motion platform with custom inputs, motion control, motion cues, and haptic feedback that controlled and responded to a Virtual Reality game in-real time
- Facilitated communication with internal and external stakeholders to ensure a smooth production cycle and successful exhibition at SIGGRAPH 2019

Drexel VR Bike v1.0

Sept. 2017 - August 2018

Designer & Exhibitor

- Produced hand-drawn concept art and low poly 3D models for a UFO-themed Virtual Reality game that was played in real-time on, and with, a custom-made motion base that had the form factor of a motorcycle
- Exhibited and operated ride to an international audience of 16,500+ at SIGGRAPH 2018, garnering interest and investment in Drexel University's new Virtual Reality and Immersive Media Design major

PUBLICATIONS

Augmented Reality Character Companions in Theme Parks: A Speculative Design Project

Master's Thesis / Poster Presentation for TEAAS Symposium

June 2022 / November 2022

The Museum of Where We Are

Interpretive Label for Digital and Physical Exhibition

June 2020

SOFTWARE

After Effects, Airtable, Asana, Blade, Box, Bridge, Camera Raw, Discord, Excel, Final Draft, GitHub, Google Suite, Illustrator, InDesign, Jira, Keynote, Mailchimp, Maya, Media Encoder, Meshroom, Metigy, MotionBuilder, Mudbox, OBS Studio, Perforce, Photoshop, PowerPoint, Procurify, Pro Tools, ShotGrid, SketchUp, Slack, Squarespace, Steam, Substance Painter, Teams, TouchDesigner, Unity, Unreal Engine, Wix, Word, ZBrush, Zendesk, Zoom

AWARDS

IAAPA 2021 Brass Ring Award
Best Exhibit (Animax Designs)

Walt Disney Imagineering 2020
Imaginations Competition
Semifinalist

Universal Creative's Ryerson
Invitational Thrill Design
Competition (RITDC) 2019
2nd, Interactive Experience
Challenge

Universal Creative's Ryerson
Invitational Thrill Design
Competition (RITDC) 2018
1st, Re-Themed Ride Challenge

Scan to view
portfolio
website

