

# Malcolm Bornmann

project and brand manager of IP-based experiences

## OBJECTIVE

I'm moving this summer to start a life with my partner and am looking for a new job for that reason!

## EXPERIENCE

### Life Formations, Project Manager

**September 2025 - April 2026**

- Carried \$4 million worth of projects at a time that includes bench-built historical figures for museums, R&D scopes for high-profile clients, and beloved characters in animatronic form for theme parks around the world
- Onboarded and advised Associate Project Managers, Project Coordinators, and Project Management Interns, helping develop a new team within the company
- Fostered healthy working relationships with clients as their primary contact with one client being so satisfied with the relationship that they doubled their investment in their current project and guaranteed the company future work

### Life Formations, Associate Project Manager

**February 2025 - August 2025**

- Documented projects through progress decks, photos, meeting notes, SOVs, schedules, and change orders
- Led in-person client visits, internal stand-up meetings, and virtual work sessions
- Filled gaps when needed, whether that be coordinating truck shipments, developing QAP processes, spray painting GFN, driving clients around, ordering catering, etc.

### Animax Designs, Project Coordinator

**August 2023 - January 2025**

- Supported 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
- Established healthy relationships with all clients, suppliers, and departments to ensure effective communication and partnership throughout the project
- Traveled to installation sites, supervising and documenting activity for company and client
- Increased project efficiency by developing new pipeline for tracking information through the procurement process, inclusive of the quoting, purchasing, manufacturing, and receiving of custom-made parts and off-the-shelf items

### Disney & Pixar Games, Brand Relations Intern

**June 2022 - January 2023**

- 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
- Oversaw the integration of Disney and Pixar IP across 19 international and regional console, PC, and mobile titles, including Disney SpellStruck and 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, Marketing and Events Intern

**June 2021 - June 2022**

- Captured high-resolution photos and videos of puppets, costumes, animatronics, and static figures that represented well-known IPs and are internationally seen in theme parks, cruises, traveling exhibits, and other themed venues
- Assisted upper management with event planning and media creation for the launch of new branding and company product, ATOM and Protonix, at IAAPA 2021
- 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

## 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)

Drexel University

3.86 of 4.00, 181 credits

*September 2017 - June 2021*

## WHAT I BRING TO THE TABLE

- I'm an intellectually curious person that enjoys learning new things and using those new learnings to grow
- With over a decade of experience within cross-disciplinary environments, I understand how to gather, translate, and share information from one discipline to another
- As a result of my educational background, I'm able to quickly learn and troubleshoot new software and hardware
- Applying an empathetic approach to life, I'm able to build community and consensus
- My media diet and interests are IP-centric, allowing familiarity to the franchises that I help bring to life

## PUBLICATIONS

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

Master's Thesis (*June 2022*) & Poster Presentation for TEAAS Symposium (*November 2022*)

## ORGANIZATIONS

### ASTM Committee F24

Member of AR/VR Task Group  
*January 2020 - June 2022*

### Drexel Motion Capture Club

Co-Founder / Vice President  
*October 2018 - June 2022*

### Drexel Theme Park Engineering & Design Group (TPED)

Media Chair > Secretary > Vice President > President  
*September 2017 - June 2022*

### Drexel Co-op Theatre Company

Performance Scholarship Student  
*September 2017 - June 2019*

## SOFTWARE

Adobe Creative Cloud, Airtable, Asana, Box, Dropbox, Final Draft, GitHub, Google Suite, Jira, Jotform, Mailchimp, Maya, Meshroom, Metigy, Microsoft Office, Monday, MotionBuilder, Perforce, Procurify, Pro Tools, ShotGrid, Slack, Squarespace, TouchDesigner, Unity, Unreal Engine, Wix, ZBrush, Zendesk, Zoom

## AWARDS

### 2025 Thea Award for Outstanding Achievement: Theme Park - Universal Epic Universe

Multiple contributions

### 2023 TIGA Award for Game of the Year - Disney Illusion Island

Credited in Brand Relations Team section

### 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

## REFERENCES

Available upon request

## PORTFOLIO WEBSITE

