



ALEXANDER
NADEAU

Hi! I'm Alex!

I was born in Waterloo, Canada, where my passion for design and the arts began. Traveling the world throughout my life has given me valuable insight into how people from different cultures consume the content we create as designers. I began my studies at the University of Waterloo in the Global Business and Digital Arts program, gaining a strong foundation in business management, entrepreneurship, and international business. I later completed my BFA in Emerging Media & Graphic Design at the University of Central Florida, where I am now pursuing an MFA in Themed Experience, focusing on worldbuilding, creative production, and visual storytelling.

Throughout my career, I've worked both independently and in teams to design experiences, products, and applications that blend creativity and innovation. These collaborations have allowed me to push the limits of what's possible in the intersection of art, design, and technology, while continuing to grow my passion for immersive storytelling and experience design.

Education:

MFA Candidate - Themed Experience

University of Central Florida

Fall 2023 - Present, Expected Graduation - Spring 2026

BFA Emerging Media - Graphic Design

University of Central Florida

Graduated - Spring 2023

BFA Global Business & Digital Art

University of Waterloo - Canada

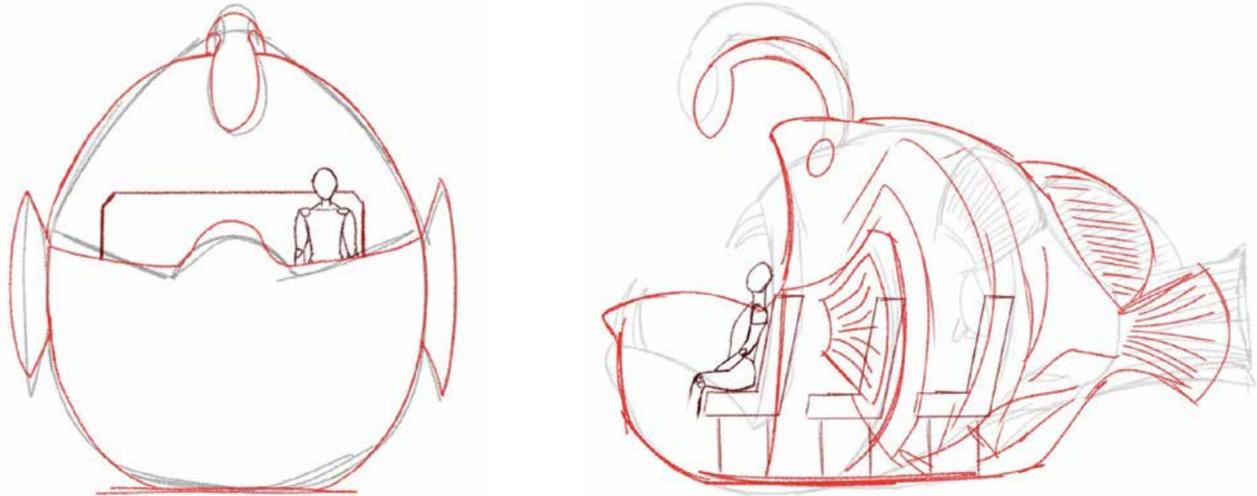
Transferred to UCF - Fall 2020

Immersive Mini Park - Deep Current Outpost

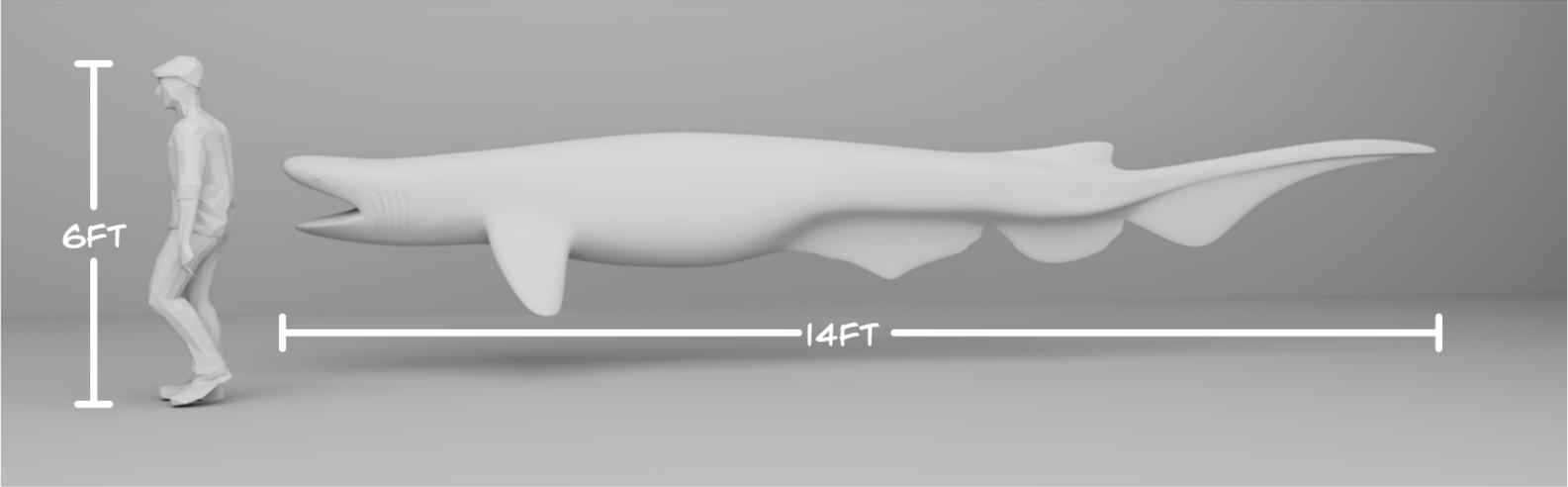
Creative Direction - 3D Modeling - Costume Design

Set in a vibrant underwater world, this immersive land invites guests to interact with fantastical sea creatures and learn from the ancient *Kaymani* civilization, protected by guardians like *Messte* the mighty eel and *Ahma* the anvil shark. As Co-Creative Director, I led narrative development, attraction design, and world-building across the E-ticket ride, retail, dining, and interactive elements, while also contributing 3D modeling for key spaces. Midway through production, I took over costume design, creating functional, story-driven looks for roles like scientists, bartenders, and storytellers.

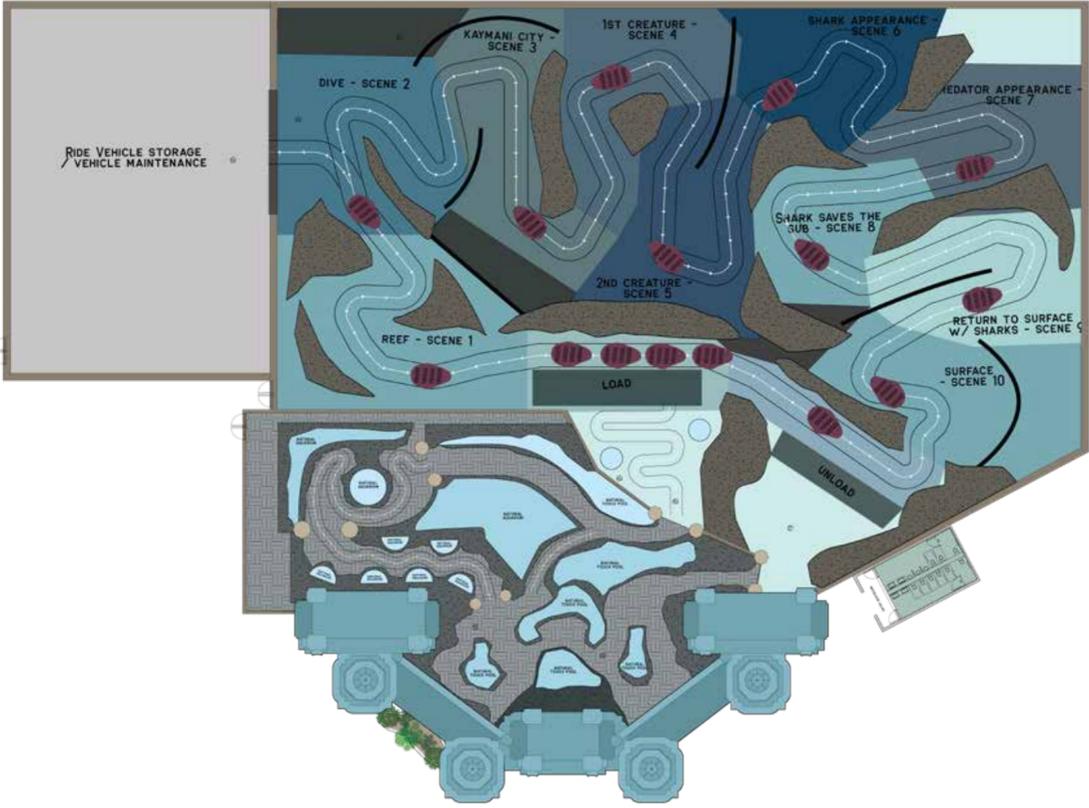
This experience taught me to adapt quickly while keeping a unified creative vision. Balancing both creative direction and costuming reinforced my ability to unify storytelling across every aspect of the land, from its visual identity to its operational design.



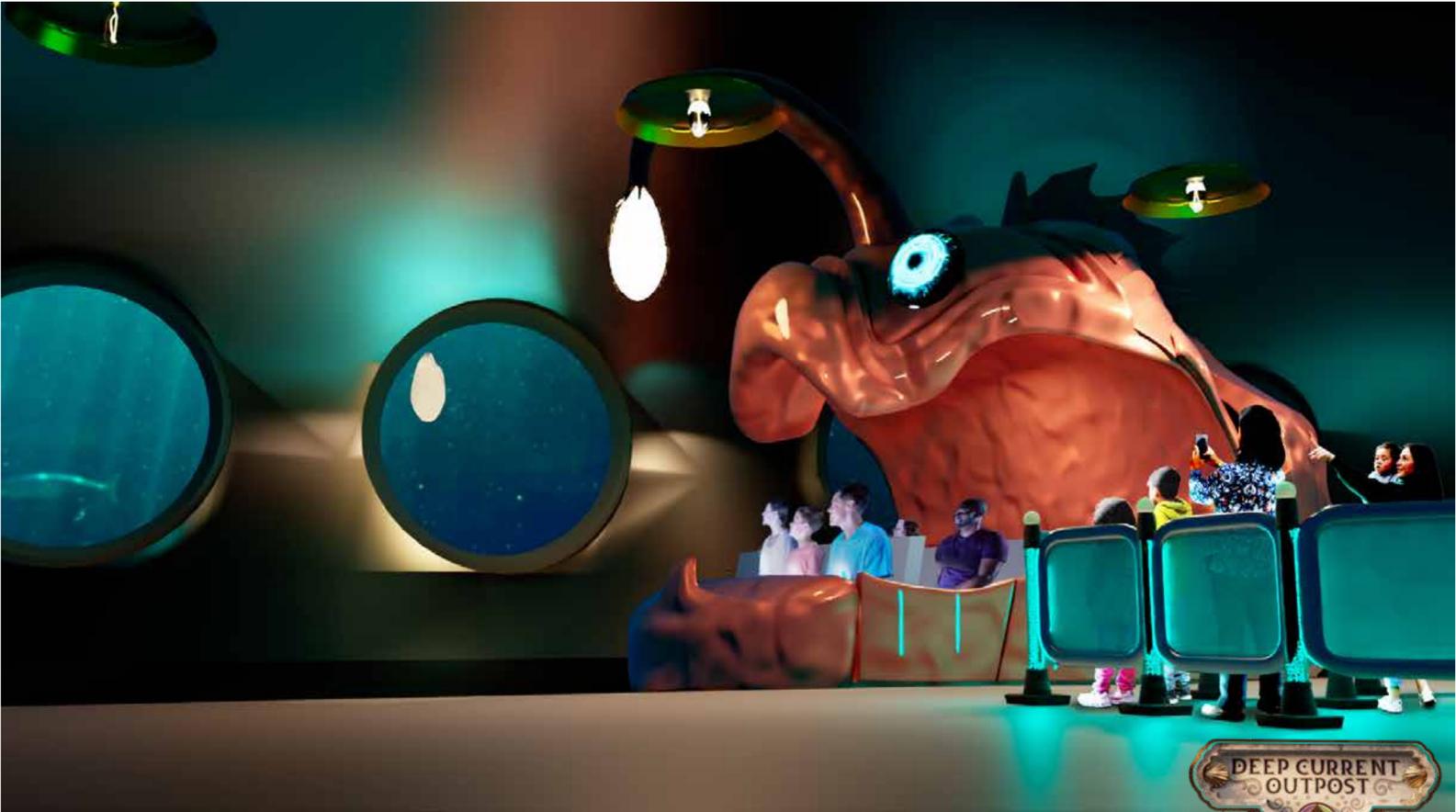
E-TICKET - RIDE VEHICLE CONCEPT SKETCHES



E-TICKET - PREDATOR SHARK MODEL - MAYA

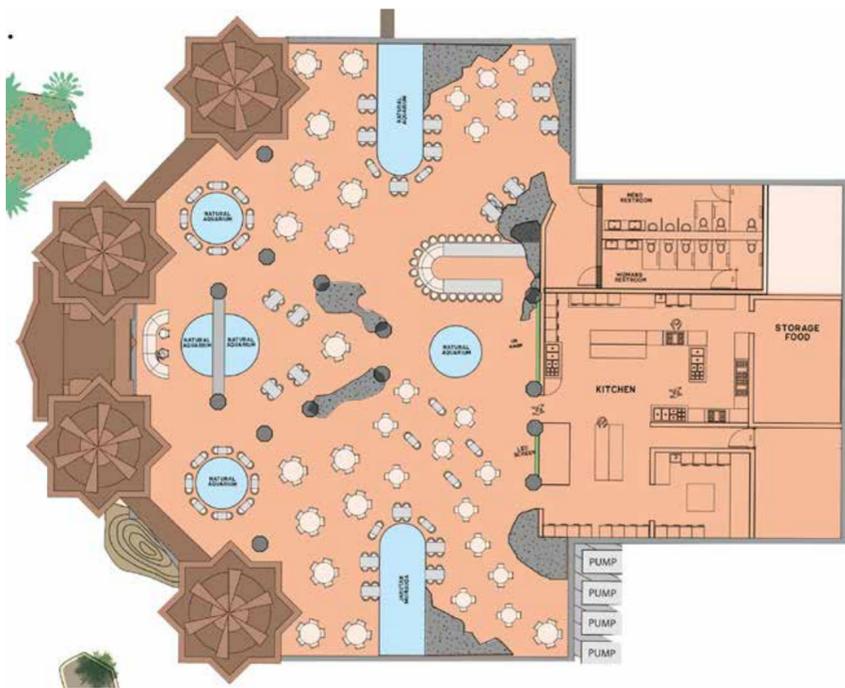


E-TICKET - RIDE PATH CONCEPT - ADOBE SUITE



E-TICKET - LOAD - MAYA - COLLABORATION W/ DALLAS KIRKLAND

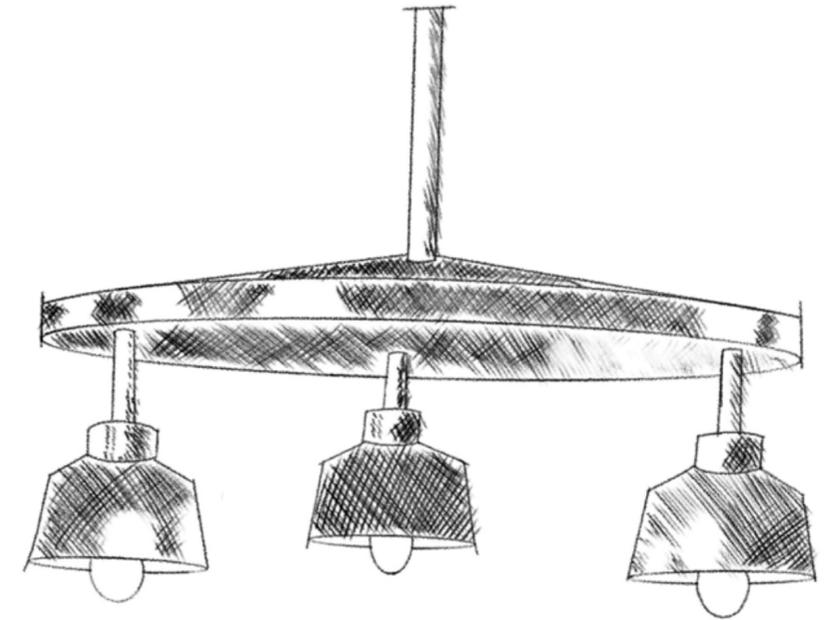




RESTAURANT FLOORPLAN



FACADE CONCEPT RENDER



RESTAURANT - LIGHTING FIXTURE CONCEPT SKETCH



RESTAURANT - HYDRONAUT HIDEAWAY - MAYA / ADOBE SUITE



E-TICKET - RIDE OPS - COSTUME CONCEPTS



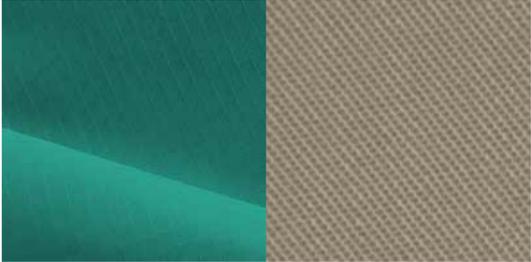
ELECTROLUMESCENT WIRE - AQUA TEAL COLOUR



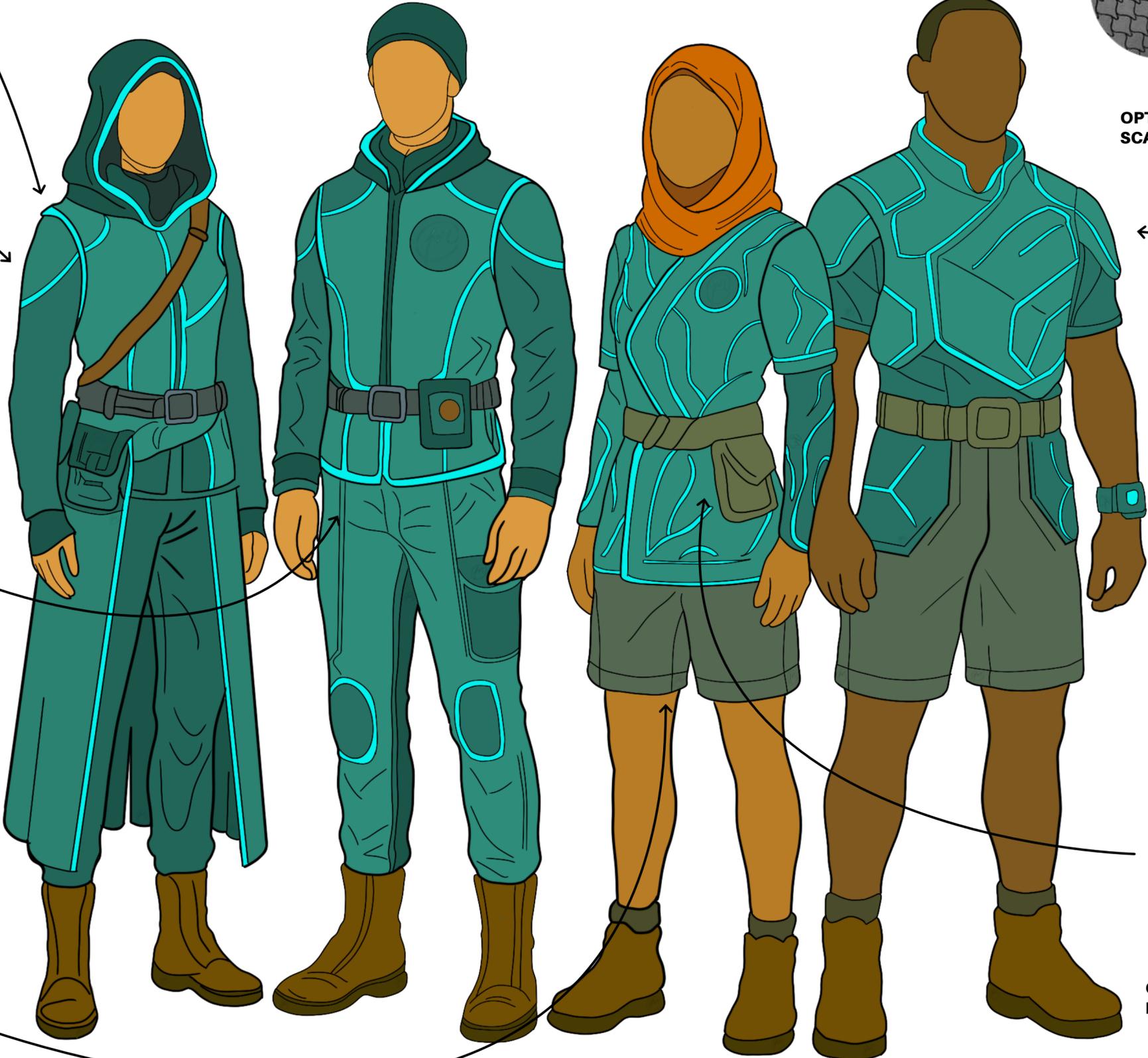
OPTIONAL - EVA PADDED VEST - SCALED TEXTURE



INSPIRATION: HOODED/SPLIT TRENCH COAT POLAR-LINED FLEECE (ADD HOOD)



MATERIALS: RIPSTOP NYLON AQUABLUE - TOPS / PANT OLIVE POLY-COTTON TWILL - SHORTS



DIGITAL WATCH



OPTIONAL - BELT W/ POUCHES LEATHER OR FABRIC



PARK MECHANIC / RETAIL / SCIENTIST - COSTUME CONCEPTS



MOISTURE-ACTIVATED COOLING / PROTECTIVE BASEBALL HAT



EXTRA POCKETED & STRIPED REFLECTIVE GREEN OVERALLS



COLOR MATCHING SOLED STEEL-TOED WORK BOOTS



INSPIRATION: FAUX-LEATHER POCKETED APRON KHAKI LAB COATS W/ROLLED SLEEVE



COLOR-MATCHED FINGERLESS GLOVES



SECURE WATER BOTTLE HOLDER



PARK INTERACTIVE CHARACTERS - COSTUME CONCEPTS



ELECTROLUMISCENT WIRE - LIGHTS UP DURING INTERACTIONS



INSPIRATION: TRADITIONAL KAFTAN / AGBADA (ADD CLOAK HOOD) GREEK CHITON (ONE SHOULDER STRAP)



COLOR MATCHED GARMENT BELT



BELT W/ MULTIPLE STRAPS - POUCHES FOR TRINKETS



SEAGLASS FLOAT W/ ROPE NET - DIFFERENT COLORS / SIZES



FAUX LEATHER LEG WRAPS



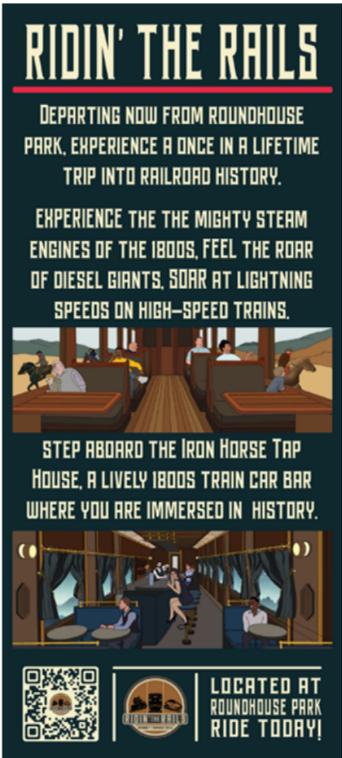
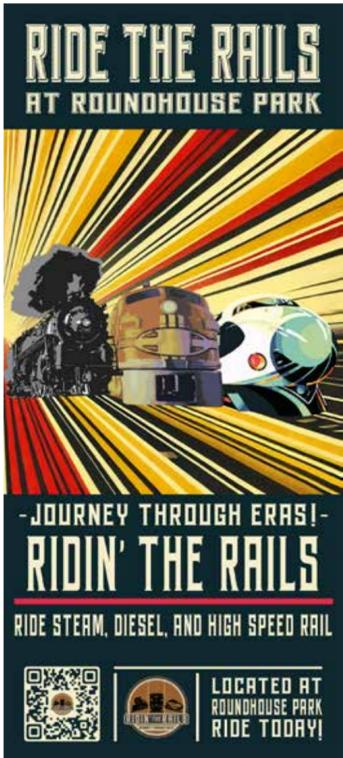
GLADIATOR SANDALS



Standalone Attraction - Roundhouse Park / Ridin' The Rails

Show Writing - 3D Modeling - Graphic Design

Roundhouse Park is a restored historic site and public space where guests can explore the evolution of rail travel. Visitors can tour the preserved roundhouse, learn about railroad history, and experience *Ridin' The Rails*, a ticketed, interactive train simulator attraction showcasing steam, diesel, and high-speed rail. More than just simulations, each experience immerses guests in the authentic sights, sounds, and challenges of operating trains through the ages. Designed for history lovers, rail fans, and curious families alike, the project blends education and entertainment as a tribute to the power, innovation, and adventure of railroading.



RIDIN' THE RAILS - RACK CARD CONCEPT / COSTUME SKETCHES



ROUNDHOUSE PARK - ROUNDHOUSE INTERIOR - POPULATED - MAYA

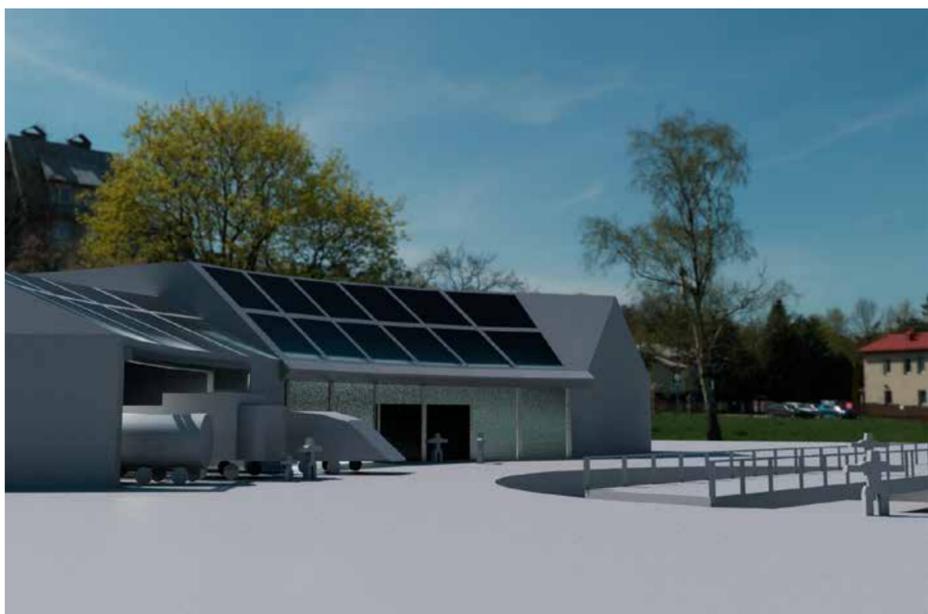




ROUNDHOUSE PARK - ORIGINAL SKETCH - ELEVATION



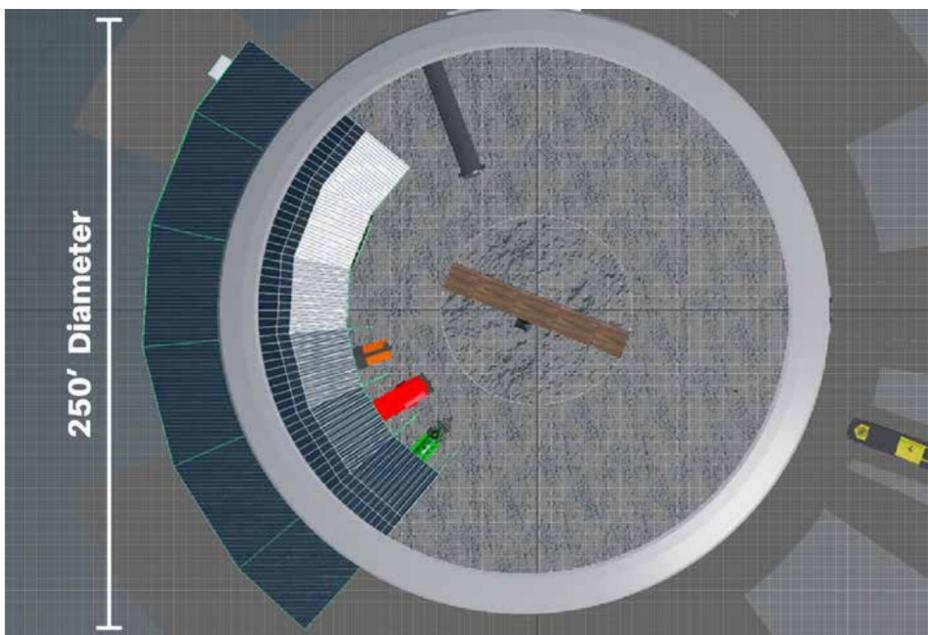
ROUNDHOUSE PARK - ROUNDHOUSE EXTERIOR- POPULATED - MAYA



ROUNDHOUSE PARK - EARLY CONCEPT BLOCKOUT



RIDIN' THE RAILS - BAR CAR EXPERIENCE CONCEPT SKETCH



ROUNDHOUSE PARK - EARLY CONCEPT PLAN VIEW

Developing *Ridin' the Rails* has been a personal project fueled by my lifelong passion for trains and a desire to share the history of rail travel in an immersive way. I envisioned a multi-simulator attraction that lets guests experience the evolution of steam, diesel, and high-speed rail. As the concept grew, I realized a static exhibit wouldn't do the story justice, leading to the integration of *Roundhouse Park*—a living, interactive space where visitors can explore restored locomotives and themed storytelling. By blending simulation with real-world history, *Ridin' the Rails* became more than an attraction—it became a destination.





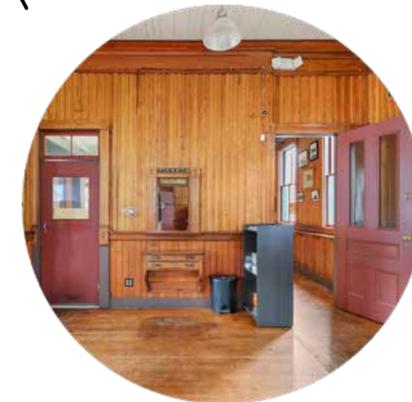
Ironhorse Station



CAST BRONZE-BASED SPHERICAL LIGHT FIXTURES



INSPIRATION: MONTPELIER TRAIN STATION

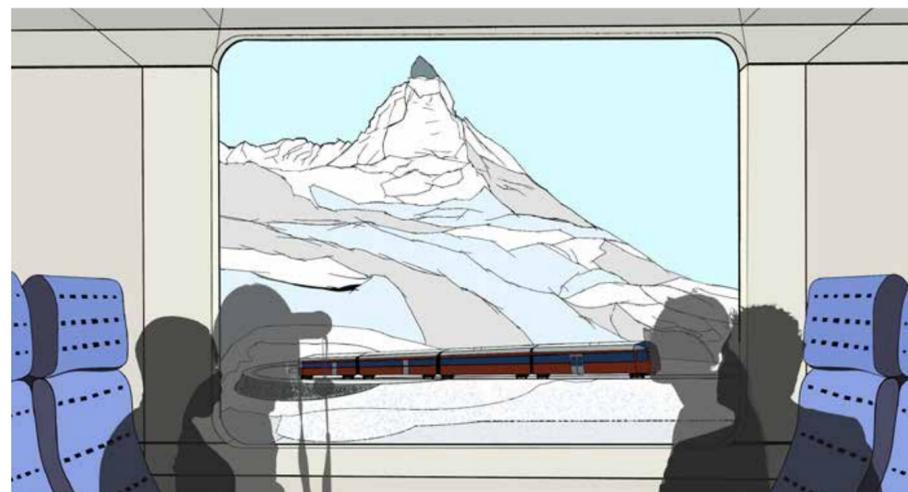


LARGE WOODEN DOORS / WOOD PANELED WALLS



STEAM BLOWOFF "FOG" ON DOOR OPENING CUE

RIDIN THE RAILS - CONCEPT SKETCH - ENTRANCE INTO STEAM EXPERIENCE



RIDIN THE RAILS - CONCEPT SKETCHES - STEAM / DIESEL / HIGH SPEED EXPERIENCES

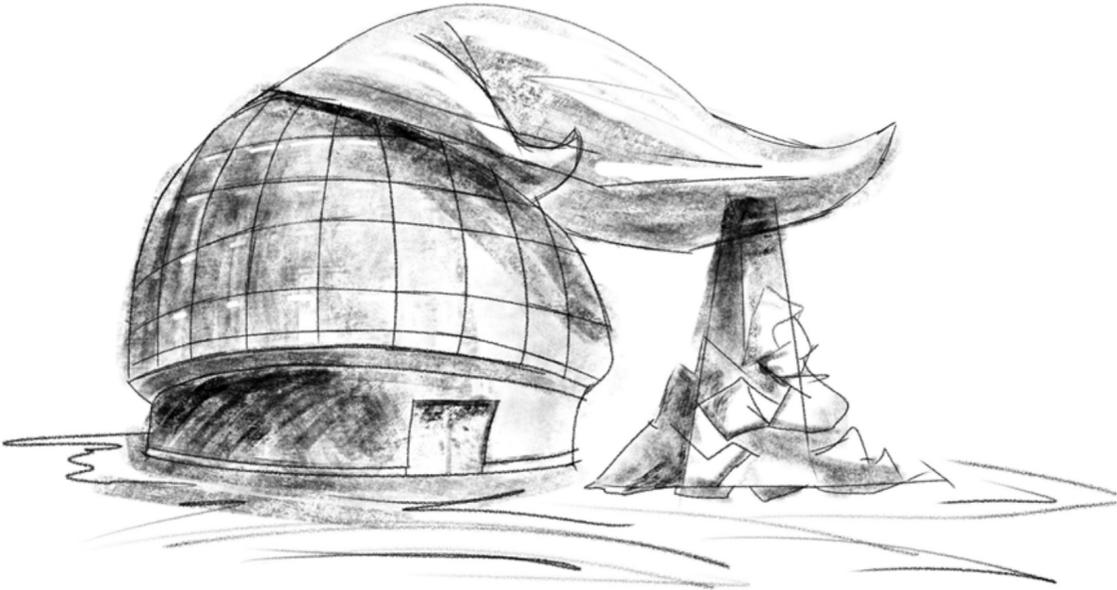


Immersive Edutainment - Coral Quest: A Journey into Reef Conservation

Show Writing - 3D Modeling

Coral Quest: A Journey into Reef Conservation is an immersive educational exhibit designed to engage guests of all ages in understanding the importance of coral reef ecosystems and the efforts needed to protect them. The experience blends interactive digital displays, hands-on workshops, and projection mapping to simulate real-world coral restoration. Guests explore a digital reef, work in a tactile lab to propagate corals, and collaborate to restore a model reef. More than just educational, the exhibit aims to inspire environmental stewardship and meaningful action.

[Click here for the ride description / script.](#)



EXTERIOR - ORIGINAL CONCEPT SKETCH - ENTRANCE

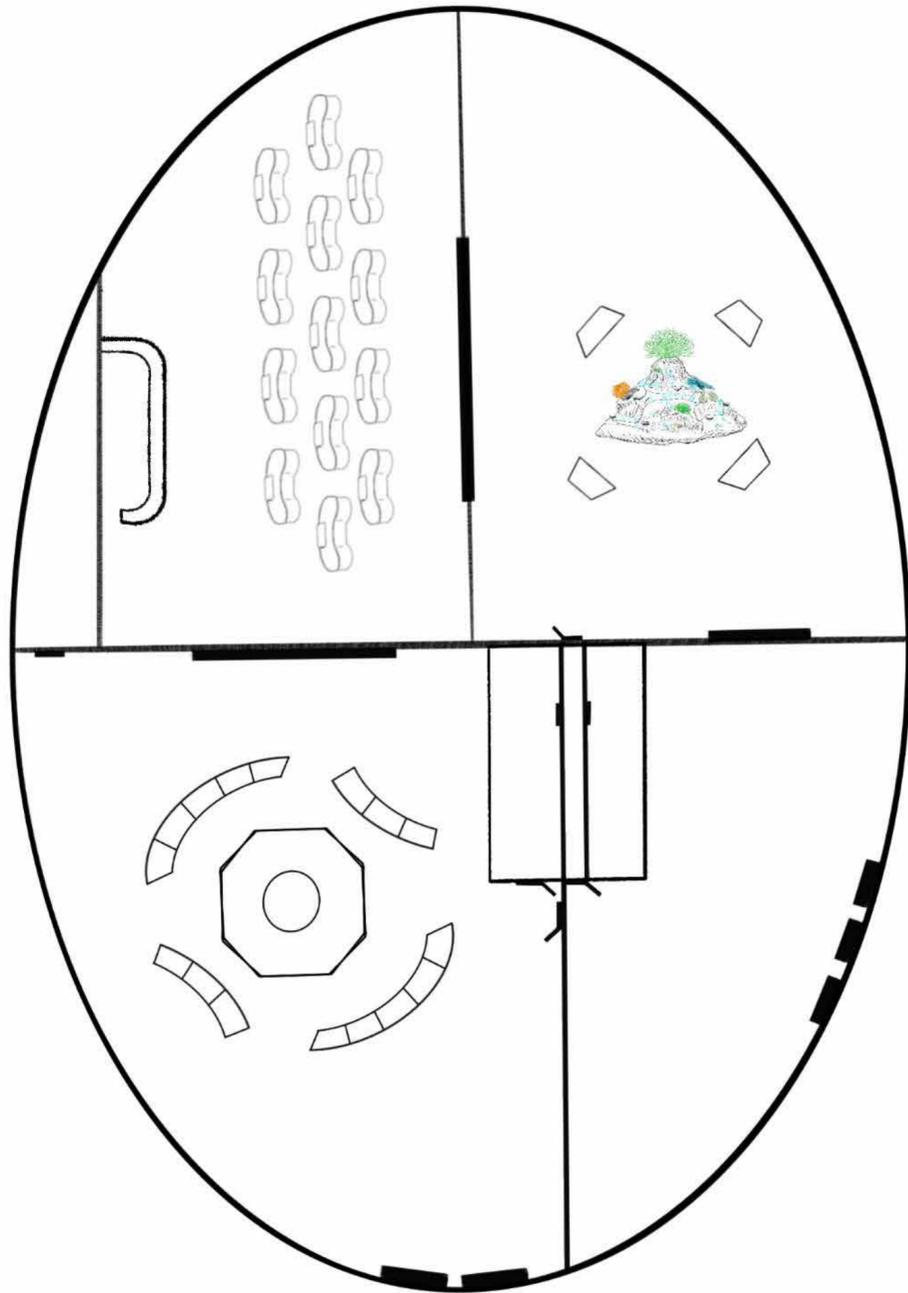


EXTERIOR - ENTRANCE - POPULATED MAYA



EXTERIOR - SIDE / EXIT - POPULATED MAYA

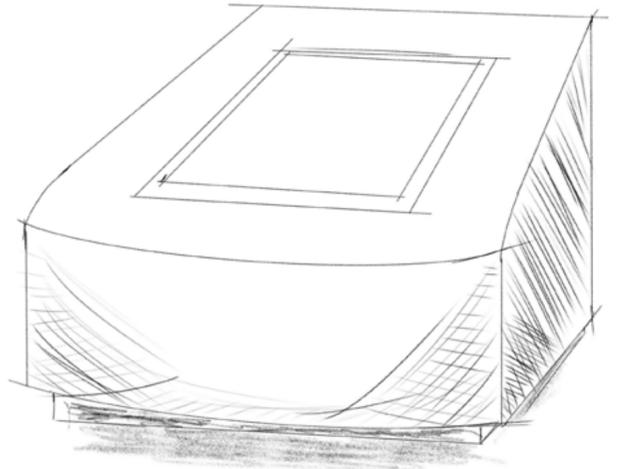




CORAL QUEST - FLOOR PLAN CONCEPT



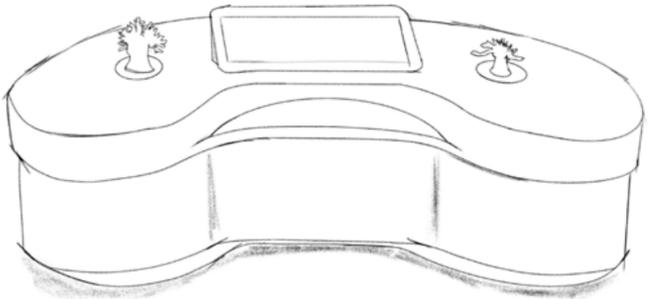
ROOM 1 - DISCOVERY ROOM - POPULATED - MAYA



ROOM 1/3 - DISPLAY SCREEN SKETCH



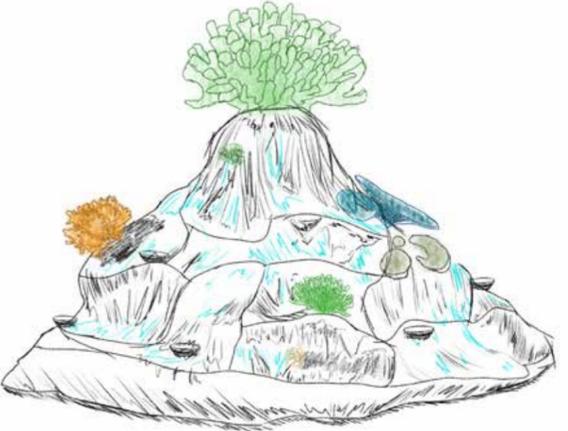
ROOM 2 - CORAL SCIENCE - POPULATED - MAYA



ROOM 2 - CORAL LAB DESK SKETCH



ROOM 3 - COLLABORATIVE REEF ROOM - POPULATED - MAYA



ROOM 3 - PROJECTION MAPPED REEF



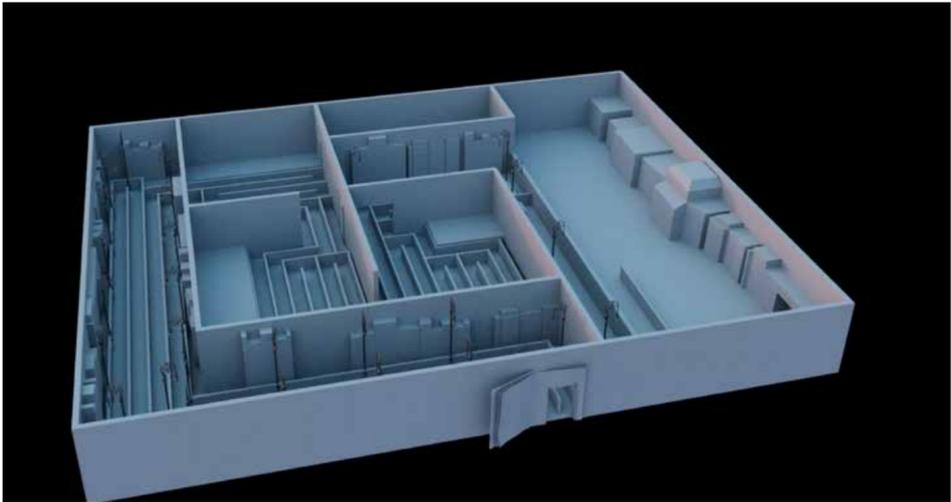
Universal Creative Lab - Christmas Carol Ride Queue

Ride Vehicle Design - 3D Modeling

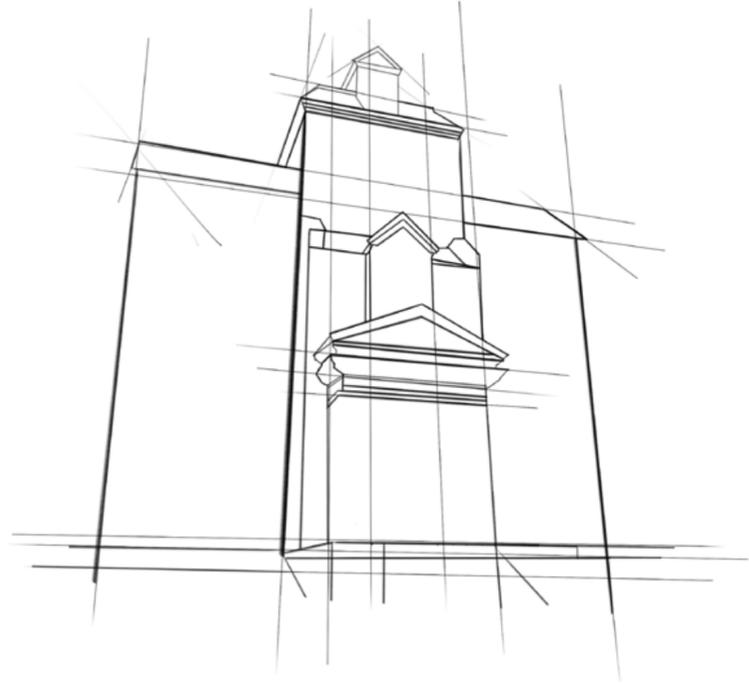
“This project was developed by my partner and I in the Universal Creative Lab class at UCF. Our design was developed as an immersive dark ride bringing Charles Dickens’ classic tale to life. Guests ride in open, Victorian-style carriages through richly detailed environments. We chose to design the queue, focusing on historic London facades, cobblestone paths, and gas-lit streetlamps to enhance authenticity. Custom ironwork stanchions and period-accurate soundscapes further immerse guests in the 19th-century setting. I contributed by shaping the architectural design of the facades and ensuring the queue maintained a strong narrative flow that supported the ride’s storytelling.”



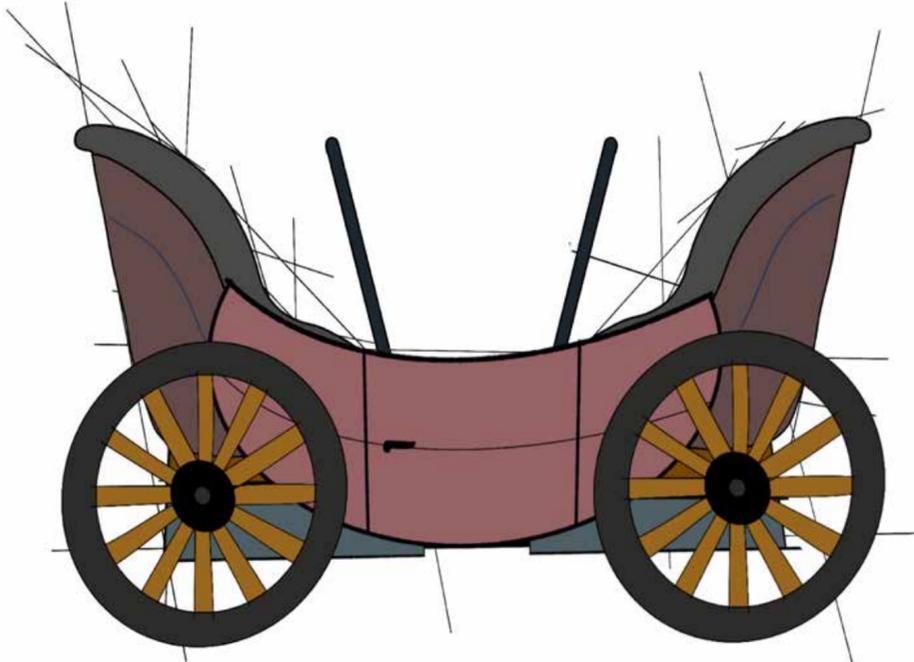
CHRISTMAS CAROL - QUEUE ENTRANCE CONCEPT



CHRISTMAS CAROL - QUEUE TO LOAD BLOCKOUT - MAYA



CHRISTMAS CAROL - SCROOGE’S MANSION CONCEPT



CHRISTMAS CAROL - RIDE VEHICLE CONCEPT SKETCH



CHRISTMAS CAROL - INTERIOR QUEUE - MODELING FLYTHROUGH - SHOT 2



INSPIRATION: EDE & SONS



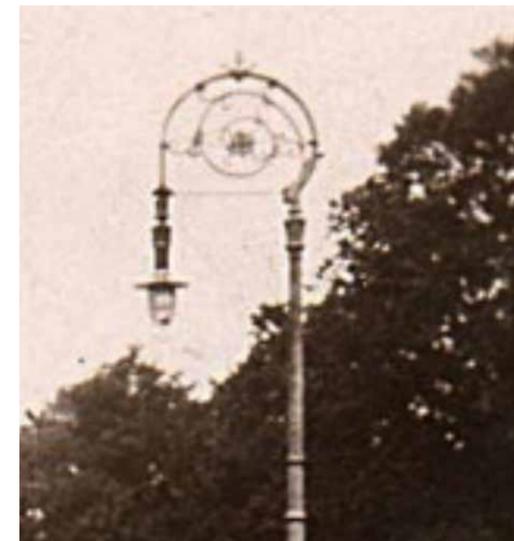
YELLOW BRICK GROCERY



INSPIRATION: LAMP POSTS



OLD ENGLISH COBBLESTONE



INSPIRATION: LAMP DETAILS



INSPIRATION: STORE WINDOWS



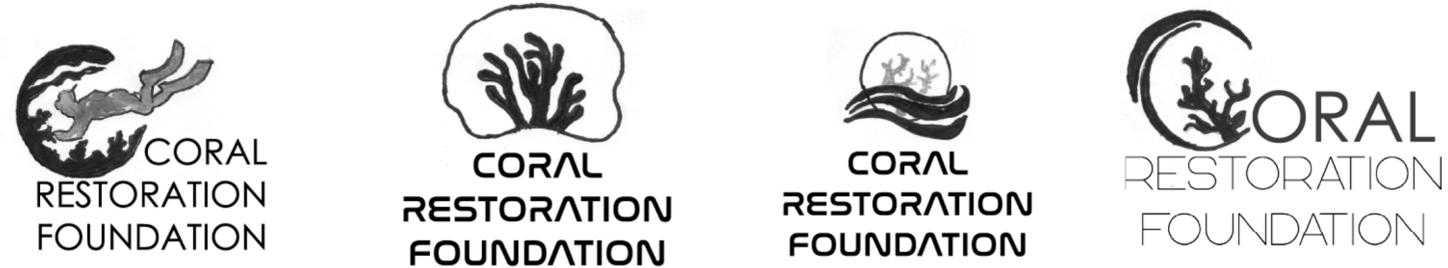
LEADEN HALL MARKET - 1890S

CHRISTMAS CAROL - INTERIOR QUEUE - MODELING FLYTHROUGH - SHOT 3

Graphic Design - Charity Rebranding

Logo Design - Product Development

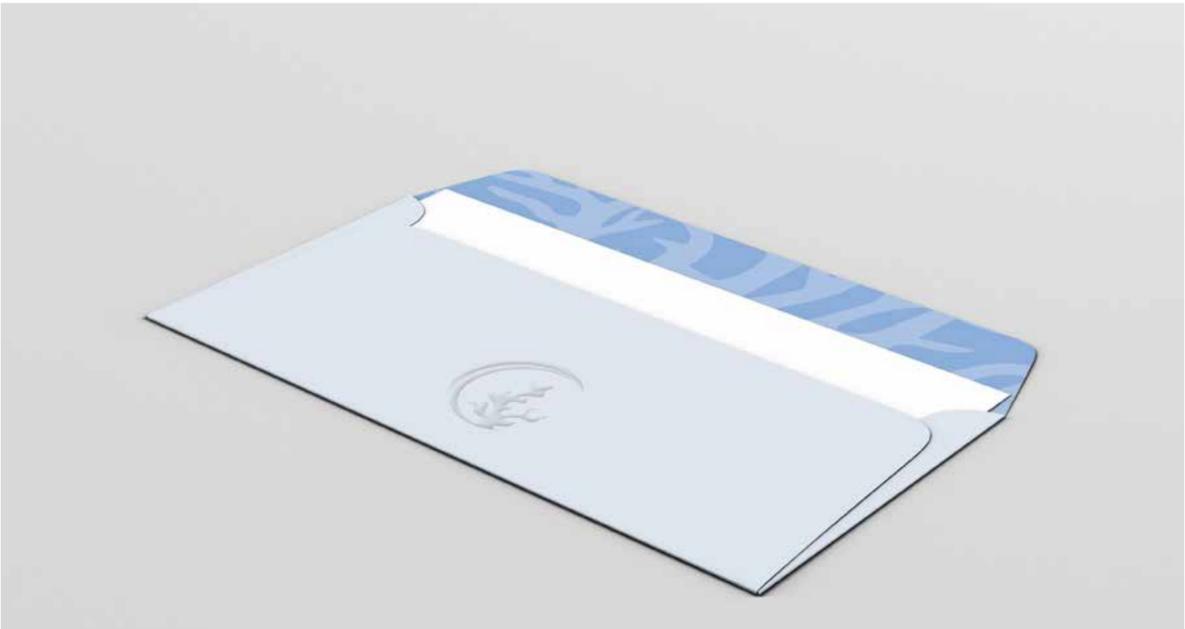
I designed a new logo and brand identity for the *Coral Restoration Foundation* to visually reflect its mission and values. Drawing from the vibrant hues of coral and the ocean, the color palette emphasizes the critical role reefs play in sustaining life on Earth. My goal was to help the Foundation stand out, attract greater support, and apply the new identity to merchandise that could be sold to raise additional funds. This rebrand aims to inspire both awareness and action in support of coral reef conservation.



CRF - ORIGINAL LOGO THUMBNAIL SKETCHES



CRF - LOGO OPTIONS PACKAGE - COLOR / B&W - ADOBE SUITE

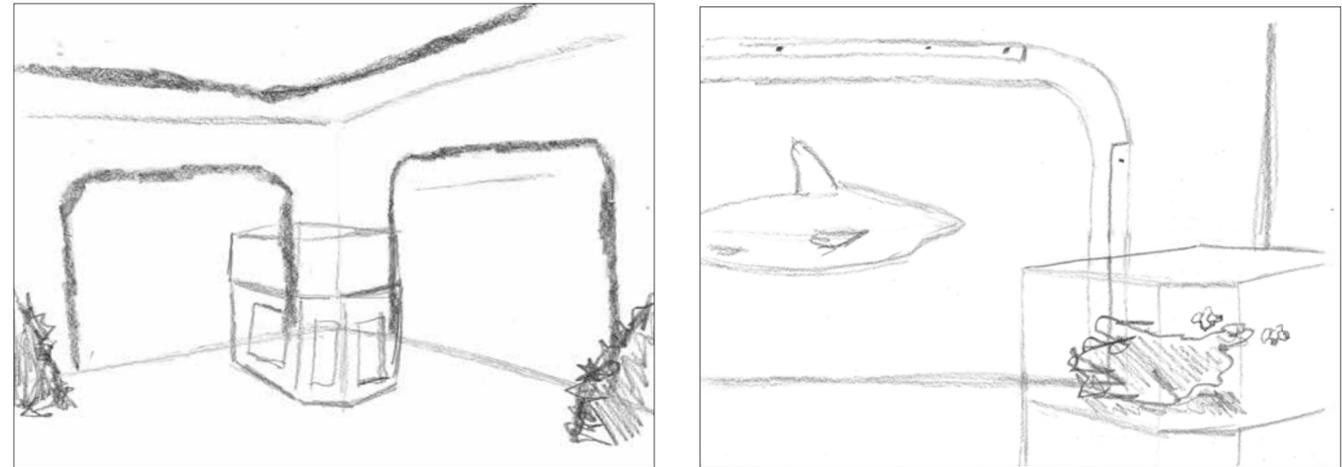


CRF - PRODUCT CONCEPTS - ADOBE CREATIVE SUITE

Themed Environments - Interior Spaces

Concept Design - 3D Modeling

For this class project, I created an interior rendering designed to immerse viewers in an underwater environment that blends the scale of the ocean with the intimacy of an aquarium. Centered around an aquarium within an underwater viewing room, the space explores themes of observation, containment, and our connection to marine life. It invites reflection on the boundaries between human-made habitats and the natural world, combining technical rendering skills with a conceptual narrative about conservation and our shared responsibility to the ocean.



INTERIOR SPACE - EARLY CONCEPT SKETCHES



INTERIOR SPACE - FINAL RENDERING - MAYA

User Interface Design - Trashi Waste Management App

Logo Design - Product Development

Tasked with creating a working app prototype to address issues with trash collection, my team and I identified a lack of accessible local information as a core problem. We designed Trashi, an app that uses location data to provide users with pickup schedules, recycling guidelines, and a searchable database for recyclable items. The goal was to help residents make more informed, sustainable decisions for their communities.



TRASHI APP - LOGO CONCEPT - ADOBE SUITE



TRASHI APP - PAGE MOCKUPS - ADOBE SUITE

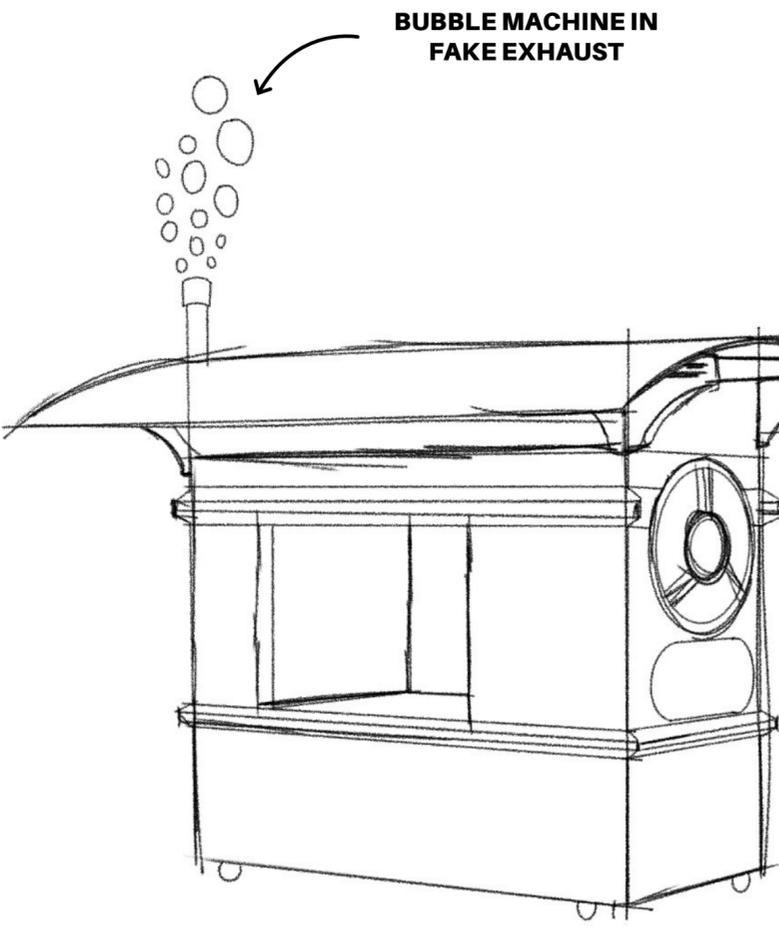
Immersive Food Cart - Snack Seekers

Storytelling - 3D Modeling - Graphic Design

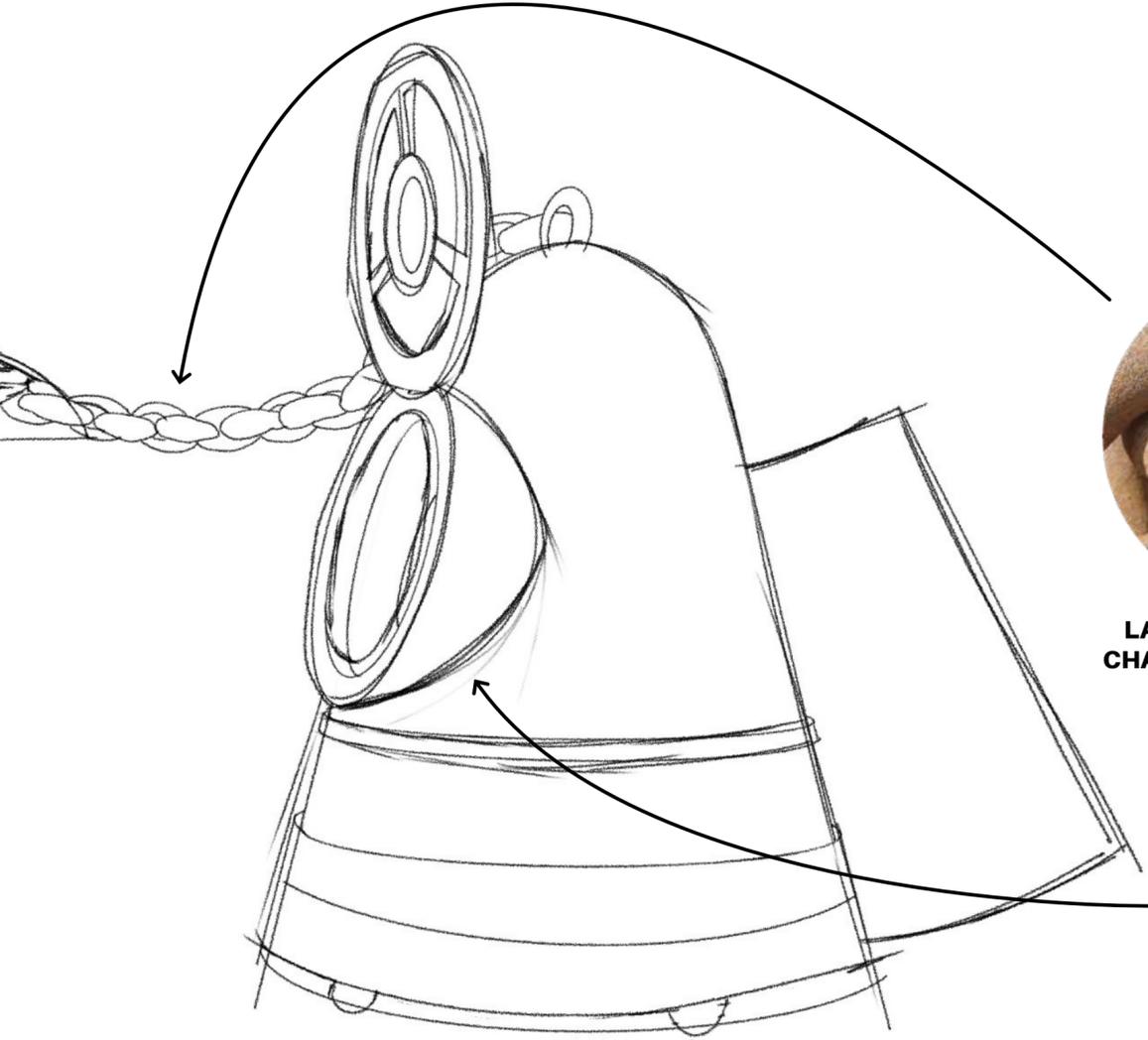
For this project, I designed an immersive experience inspired by Jules Verne’s The Mysterious Island through a themed food cart called Snack Seekers. Featuring crafted mocktails and treats rooted in the spirit of adventure, the experience also includes original merchandise like enamel pins shaped like diving helmets, compass keychains, and themed journals. Each item was thoughtfully created to deepen the sense of exploration and storytelling. With careful attention to detail, the goal is to offer more than just snacks and souvenirs—inviting guests on a culinary journey infused with the magic of Verne’s world.



SNACK SEEKERS - ELEVATION - FOOD CART - MAYA



BUBBLE MACHINE IN
FAKE EXHAUST



LARGE RUSTED ANCHOR
CHAIN CONNECTING CARTS



INSPIRATION: HALLEY'S
DIVING BELL, LATE 1800S



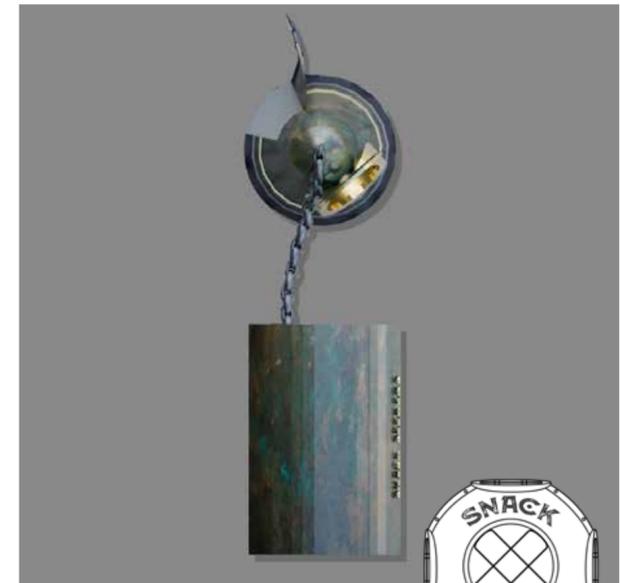
INSPIRATION: OPEN/CLOSE
WINDOW IN DRINK CART



LARGE CASTERS FOR MOBILITY -
6-10" 1000LB+ RATED

CONCEPT DRAWING - ORIGINAL FOOD CART SKETCH





SNACK SEEKERS - ELEVATION / FLOOR PLAN - FOOD CART - MAYA

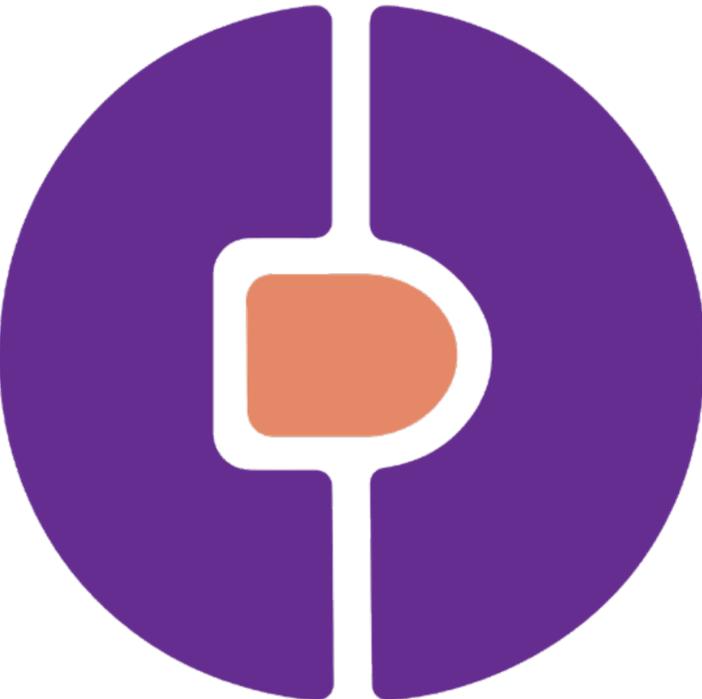
User Experience Design - College Ride-Sharing Solution

Creative Development - Prototype Design

Uni-Drive is a ride-sharing app created specifically for college students, offering a safe, affordable, and community-driven transportation option. With features like in-app emergency assistance and background-checked drivers, it provides peace of mind while connecting students heading to the same classes or nearby locations. This reduces costs and offers a safer alternative to walking alone or using public transit. I designed a user-friendly, visually appealing interface with a modern aesthetic.

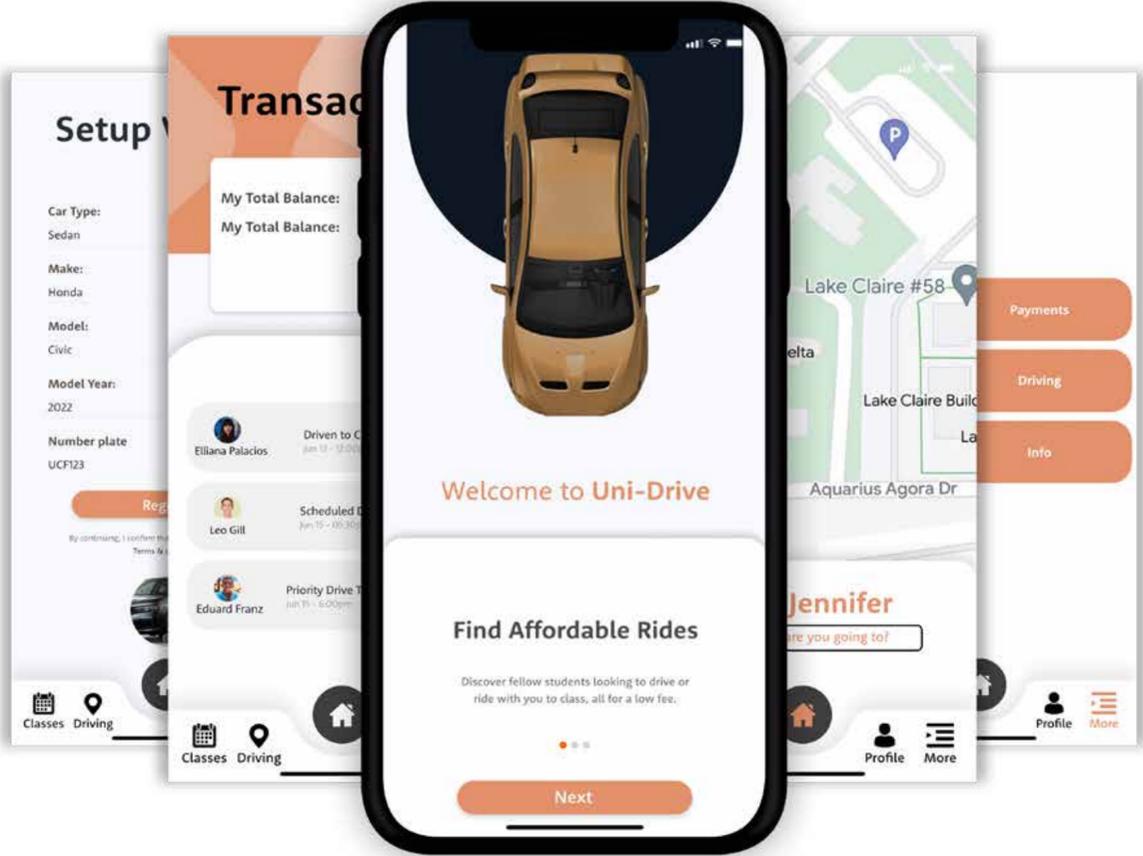
[Click here to try the Prototype.](#)

Uni-Drive



Driving, Studying, Graduating

UNIDRIVE APP - LOGO CONCEPT - ADOBE SUITE



UNIDRIVE APP - PAGE MOCKUPS - ADOBE SUITE

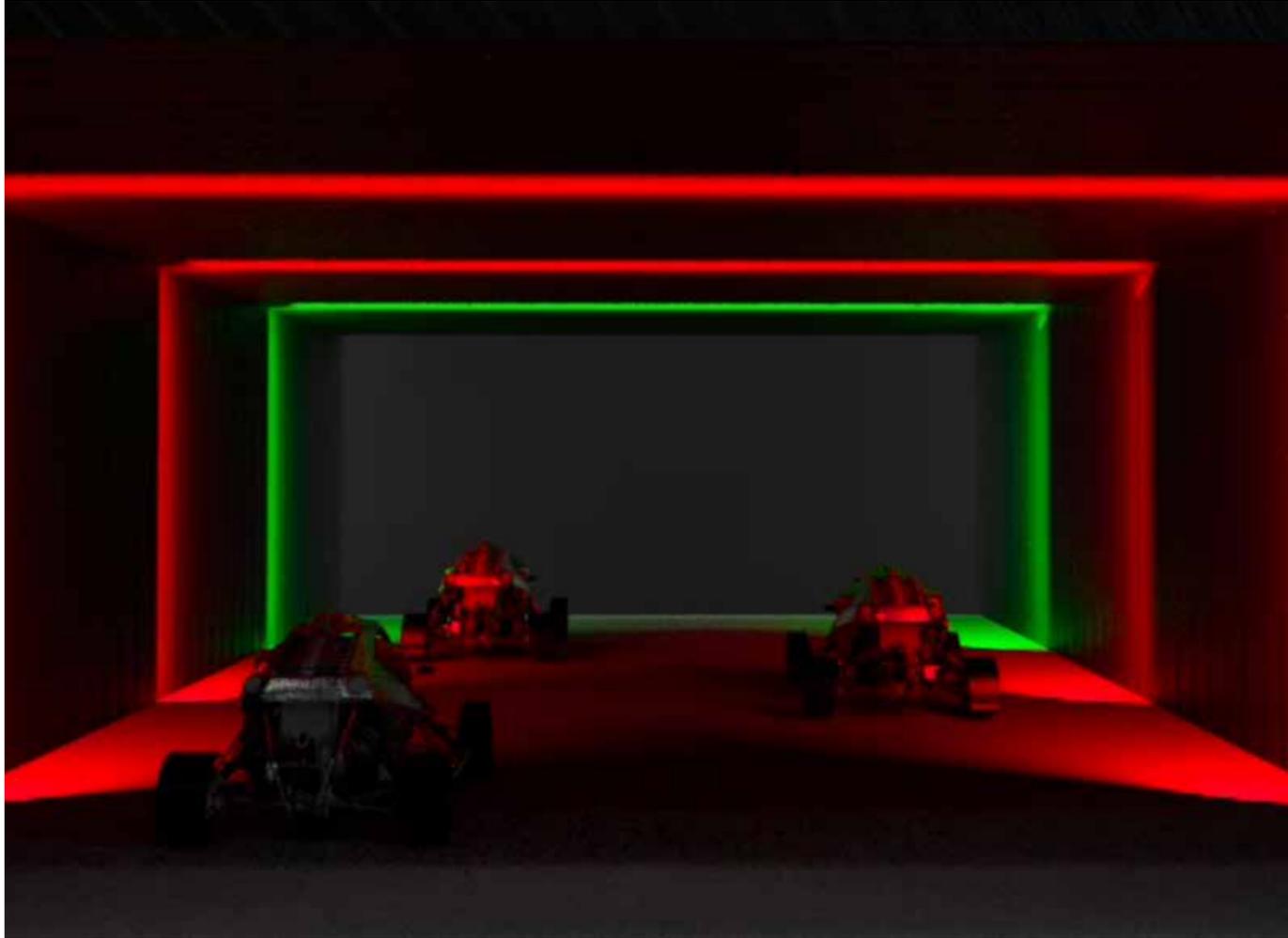
Client-Based Project - P1 Motor Club Kart Experience

Creative Production - 3D Modeling

My team was tasked with designing an immersive race track experience P1 Motor Club in Port St. Lucie's country club members. We based our concept, Race on Another Planet, on Florida's legacy of space exploration, combining off-road racing with the feel of an astronaut training mission. The experience included a two-story gathering space where members could relax between races and don racing suits styled like modern astronaut gear. As creative lead, I oversaw the project's scope, schedule, budget, and team coordination, ensuring our concept was both visionary and feasible. We demonstrated that our design was not only within budget but also uniquely positioned to appeal to P1's adventurous, experience-driven audience.



P1 MOTOR CLUB - KART WRAP DESIGN CONCEPTS - MAYA - COLLAB W/ DALLAS KIRKLAND



P1 MOTORSPORT - CONTAINER RACE START CONCEPT - MAYA - COLLAB W/ DALLAS KIRKLAND



P1 MOTOR CLUB- KART TRACK CONCEPT - MAYA - COLLAB W/ DALLAS KIRKLAND





**ROLLING SHUTTER DOORS -
FIRE/HURRICANE PROOF**



**FIBER CEMENT SIDING -
SMOOTH PANELING**



**56 IN. X 22 IN. ROLL CAB TOOL
BOX IN RED/WHITE/BLUE**



**WEATHERPROOF SUNSHADE -
REMOVABLE**



Immersive Experience - Legends Hockey Experience

Show Writing - Concept Design - Brand Design

Tasked with creating a themed experience centered around mini-games, I developed a multi-layered hockey attraction where each game introduces players to fundamental hockey skills like puck control, enforcing, and shooting. The experience unfolds in a progression of interactive rooms, each offering five-minute games that can be replayed throughout a session. The exterior of the show building features a striking three-dimensional hockey stick and puck, with large front-facing windows allowing guests to view the action inside. As players advance through the rooms, they build their skills leading up to the finale—“The Big Game”—a fast-paced 1v1 showdown that combines all the previous challenges. Players compete to earn the most points before time runs out, simulating the thrill and pressure of a real match and giving guests a fun and engaging way to experience the sport.

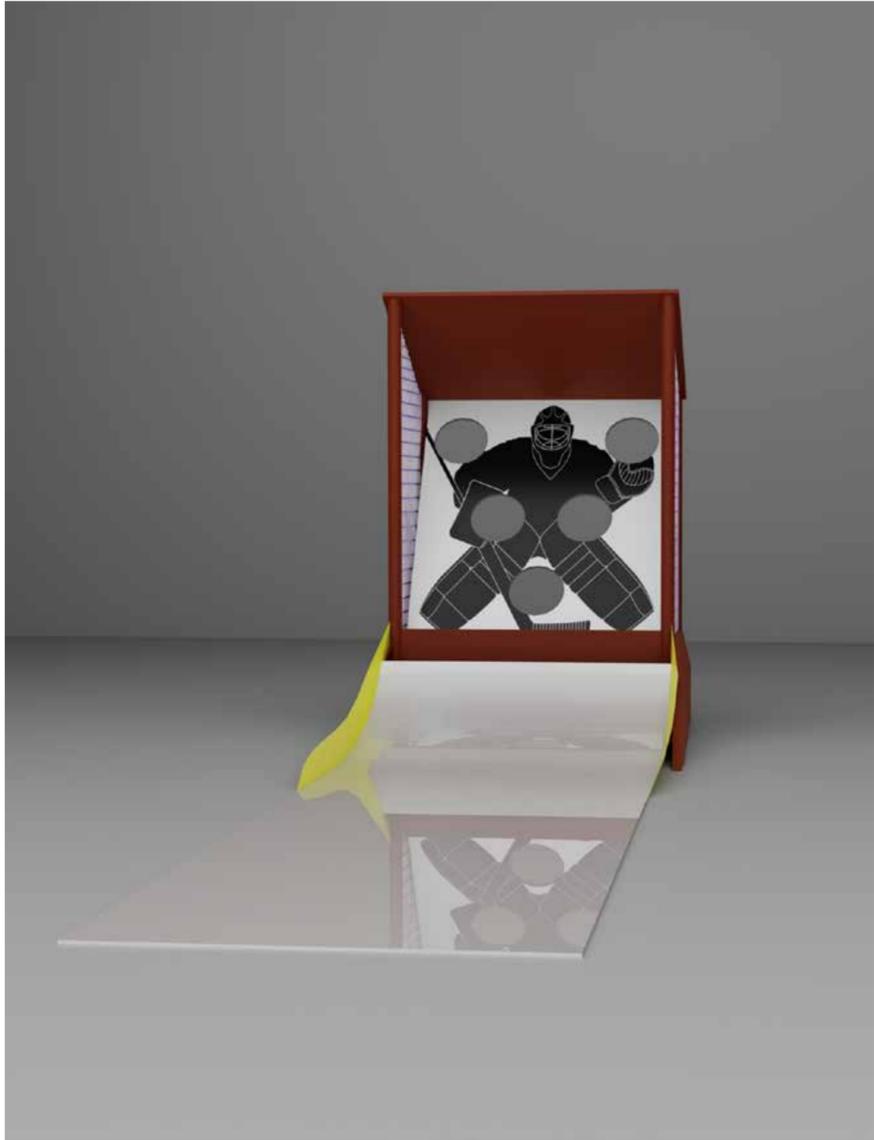


LEGENDS EXTERIOR - BUILDING CONCEPT SKETCH



LEGENDS EXTERIOR - BUILDING CONCEPT BLOCKOUT - MAYA

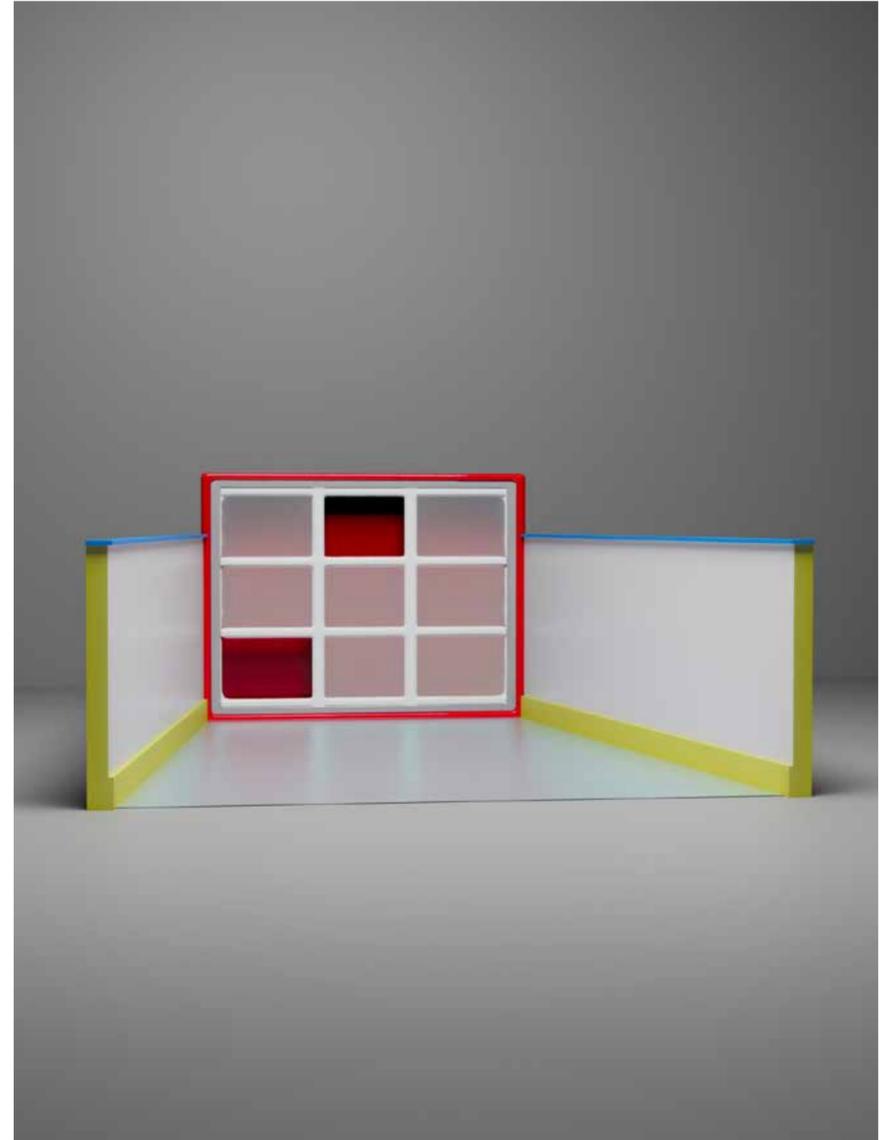




GAME CONCEPT - PUCK CONTROL



GAME CONCEPT - CHECK PRACTICE



GAME CONCEPT - TIC-TAC-TOE



Thank you for reading!