

Matias Cena

ART DIRECTOR + DESIGNER

909.532.0177 | matias.cenadesign@gmail.com | Los Angeles, CA

PROFILE

Passionate and empathetic, I'm a strategic thinker who cares deeply about my relationships, both personal and professional. As an impactful and collaborative leader with 8 years of project experience, I'm looking forward to bringing my creative and leadership skills to a motivated team.

EDUCATION

MSc - Biomimicry
Arizona State University
2018-2019

BA - Architecture
Cal Poly Pomona
2006 - 2011

LANGUAGES & SKILLS

English and Spanish (fluent)

Immersive themed entertainment and experience design, architectural and environmental design, 3D modeling (Rhino), storytelling, experience design, research, collaboration, problem solving

EXPERIENCE

Walt Disney Imagineering

Senior Facility Designer

2012 - Present

Project Based

- Lead concept designer and art director for "Marvel Avenger's Campus" land in Paris, France, from early conception to construction alongside technical design, business and international stakeholders
- Created character/theme finishes reference book for all exterior facades for "Marvel Avenger's Campus"
- Translated design intent and directed mock-ups with French architecture team and construction/fabrication vendors
- Designed a parametrically custom perforated aluminum facade with integrated lighting and audio
- Designed exterior facade overlay of "Guardians of the Galaxy: Mission Breakout" attraction
- Automated a more streamlined estimating methodology for early project costs
- Developed a strategy for standardizing showboxes, which eventually became core to how we operate our projects
- Presented "Rapid Iteration" in internal "WED Talk" series to promote tools and processes in early project stages
- Introduced new means and methods for digital design and fabrication of architectural ornamentation
- Designed and patented biomimetic "deployable shade structure" alongside R&D studio

Workplace Culture

- Led a interdisciplinary council focused on workplace culture and business operations reporting directly to President
- Developed and led an R&D focused group within our Design and Planning studio which brings project teams together to share optimization strategies in early project phases
- Promoted design research for sustainable practices
- Curated, designed and published 2 editions of internal "Out of Office" artwork book

Shield LA

Founder

March 2020 - May 2020

- Designed and prototyped simple and intuitive face shield for mass production when PPE supply chains were disrupted by Covid-19 pandemic
- Formed and led a team to coordinate outreach, R&D, and supply chain responsibilities
- Art directed brand identity and graphics
- Co-managed non-profit fundraising campaign strategy with marketing director
- Developed mission and values for company

MOC LAB

Founder

2014 - 2017

- Founded a sustainable design and fabrication studio
- Created a story for a detailed welcome package design for YPO couple's retreat
- Developed brand identity for honey company
- Created jewelry line with metal scraps from large scale manufacturers
- Experimented with material properties to develop unique details in our product design
- Leveraged parametric design and digital fabrication
- Coordinated vendors and installation of architectural partitions in Santa Monica

Cal Poly Pomona

2012 - Present

- Curated an interdisciplinary studio focused on story based design projects
- Mentored students throughout project to develop human-centered design skills and storytelling through details