

SEAN CAWELTI

CREATIVE DIRECTOR | IMMERSIVE STORYTELLING | MEDIA + PUPPET DESIGN

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Award-winning Creative Director with 20+ years creating immersive, multi-sensory experiences across themed entertainment, theater, and live performance. Currently leading immersive and interactive experience development across Universal Creative's global portfolio. Expert at blending technology, narrative, puppetry, and sensory design to craft emotionally resonant, audience-centered environments. Proven leader of large multidisciplinary teams and complex productions.

SKILLS

- Creative Direction - Immersive storytelling, audience journey, experiential scripting
- Experiential & Event Design – Brand activations, live experiential marketing, spatial design
- Writing - Script development, concept creation, narrative structure, writing for immersive
- **Media Design & Technical Integration** – Projection mapping, Cinema 4D, Unity, Adobe Suite, Q-SYS, prototyping
- Puppetry & Effects Design - Large-scale puppets, sculpture, illusions, Pepper's Ghost, mechanics, servos, programming, forced perspective

EXPERIENCE

ASSISTANT DIRECTOR, IMMERSIVE & INTERACTIVE EXPERIENCES

Universal Creative | International | 2026 - Present

- Lead creative strategy and development for immersive and interactive experiences across Universal's global portfolio.
- Collaborate with cross-functional teams within the Centers of Excellence to push the boundaries of guest-centered storytelling.
- Lead multidisciplinary artists, designers, and technologists to develop innovative experiential concepts from ideation through implementation working with world-class I.P.s.

CREATIVE DIRECTOR + DESIGNER

Freelance | International | 2001 - 2025

- Led creative direction, puppetry, and media design for immersive events, operas, and arena tours in the U.S. and abroad.
- Produced award-winning projects reaching 300,000+ guests worldwide, recognized with 20+ industry honors.
- Developed branded experiential activations for clients including Q-SYS, integrating narrative storytelling with interactive media.

- Directed *Kaidan Project: Alone*, a GPS-based AR experience using binaural audio and community interviews.
- Supervised integration of projection, lighting, puppetry, and practical effects for immersive guest environments.

ARTISTIC DIRECTOR

Rogue Artists Ensemble | Los Angeles, CA | 2004 - 2024

- Founded and led award-winning company producing 25+ original immersive works.
- Directed *Kaidan Project: Walls Grow Thin*, transforming a six-story building into a multi-sensory installation, earning the highest number of LA Stage Alliance Ovation nominations in 2017.
- Managed \$400K+ annual operating budget and teams of 40+ artists and technicians from concept through completion.

ART DIRECTOR + COORDINATOR

CA Science Center | Los Angeles, CA | 2006 - 2012

- Designed statewide touring exhibits and educational programs integrating technology, storytelling, and sensory engagement.

ATTRACTION LEAD SPECIAL PROJECTS

Disneyland Resort | Anaheim, CA | 1996 - 2001

- Supported launch of Disney California Adventure, partnering with Imagineering and operations teams to align creative, legal, and safety standards.

EDUCATION

- **University of California, Irvine** – B.A. in Drama, Honors in Stage Direction & Design
- **New York University** – Intensive Puppetry Workshop (Selected Participant)
- **Brazil Artist Residency** – Woodcarving – Selected by LA Cultural Affairs

AWARDS

- Ovation Award for Puppet Design – *Kaidan Project: Walls Grow Thin* (2018)
- Ovation Award for Puppet Design – *Wood Boy Dog Fish* (2017)
- Sherwood Award for Directing – [Center Theater Group](#) (2015)
- UNIMA-USA Citation of Excellence – [Gogol Project](#) (2010)
- Los Angeles Drama Critics Circle Award for Writing – Mr. Punch (2008)
- Spirit of Disney Award – Recognizing outstanding contributions (2001)
- 1st place, LA Guild of Puppetry 48 Hour Film Festival – [PORTABLE](#) (2021)
- 3rd place overall + Best Cinematography, 48 Hour Film Project – [Allergic](#) (2023)

AFFILIATIONS + MEMBERSHIPS

- Board Member, The Jim Henson Foundation • Member, USA 829 (IATSE) • Founding Author, LA Anti-Racist Theater Standards • Member, LA Guild of Puppetry