

# KATHRYN LIEBER

Senior Experiential Designer/ Production Designer / Event Designer

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## PROFESSIONAL SUMMARY

Visual communicator and creative problem solver with 10+ years of experience creating immersive, story-driven brand environments for live events, cultural institutions, and experiential marketing. Proven leader and expert in **scenic and spatial design, technical drafting, and photorealistic visualization**. Highly adaptive and a **quick adopter of new software and tools**, often guiding teams through new workflows and technologies. Skilled at managing projects end-to-end from concept through installation while coordinating cross-functional teams, vendors, and clients. Adept at balancing creative vision and technical precision, while delivering high-impact experiences on time and on budget.

## CORE COMPETENCIES

### Creative & Design

Visual Storytelling & Ideation  
Scenic & Experiential Design  
Graphic Environmental Design  
Event Flow & Audience Journey

### Technical & Production

CAD & Technical Drafting  
3D Modeling  
Photorealistic Rendering  
Vendor & Fabrication Management

### Software

AutoCAD  
Vectorworks  
Cinema 4D  
Twinmotion  
Adobe Creative Suite  
Microsoft Office  
Google Workspace

### Leadership & Process

Adaptive Team Leadership  
Cross-Functional Collaboration  
Budget-Conscious Design Solutions  
Organized & Detail-Focused  
Creative Problem-Solving

## WEBSITE

[thekathryn.com](http://thekathryn.com)

## LINKEDIN

[linkedin.com/in/kathrynlieber](https://www.linkedin.com/in/kathrynlieber)

## EXPERIENCE

### Experiential Designer | LDJ Productions | New York, NY Apr 2024 - Present

- Lead end-to-end experiential design for clients including Bruichladdich at SXSW, L'Oréal Professional, The Atlantic Festival, USTA, Jersey Mike's at Superbowl LX, and Fairchild Media Group (Women's Wear Daily), directing projects from concept through on-site installation for audiences up to 70,000 and budgets up to \$1M
- Develop creative concepts and immersive scenic environments, producing comprehensive CAD and technical drawings, 3D models, and photorealistic renderings
- Lead client presentations and creative reviews, shaping design direction and securing stakeholder alignment
- Direct and collaborate with vendors, fabricators, and internal teams across fabrication and installation to uphold design intent while maintaining schedule and budget

### Senior Experiential Designer | Overland Entertainment | New York, NY Jan 2023 - Mar 2024

- Directed end-to-end experiential design for multiple high-profile brand activations and events, owning concept, scenic and spatial design, technical documentation, visualization, and on-site execution
- Led design of key environments for the Veuve Clicquot 2023 Polo Classic, delivering VIP hospitality, signage systems, and luxury tent designs for 7,000+ attendees
- Designed experiential environments for Global Citizen, including their festival VIP tent and the NOW Summit supporting global leaders and climate activists
- Promoted to Senior Designer within one year after assuming department-level leadership during a critical team transition
- Set creative direction and workflow standards while mentoring a junior coordinator and managing multiple concurrent projects

## EDUCATION

### Arts Management Professional Certificate

University of Massachusetts Amherst

### Master of Fine Arts, Scenic Design

University of California, San Diego

### Bachelor of Arts, Theater and Graphic Design

Lehigh University

## SERVICE AND LEADERSHIP

### Production Manager, Squeaky

Bicycle Productions, 2019 – Present

- Manage logistics and planning for all productions, including budgeting and scheduling
- Coordinate venues, technical production, contracts, and hiring

### Executive Board President, Phi Sigma Pi – New York Metro Alumni Chapter, 2018 – Present

- Lead board operations including recruitment, retention, event planning, and engagement
- Oversee communications and social media strategy.
- Implement process improvements and engagement initiatives to increase alumni participation

## FREELANCE EXPERIENCE

### Graphic and Production Designer

Ongoing since 2012

- Create digital, print, large-format, and 3D assets and production support across education, arts, and live events
- Manage client communication, scope, timelines, and production coordination
- Selected clients: Citywire, Fordham University, La MaMa, Saint Ann's School, Northeastern University

### Draftsperson & Special Projects | The Public Theater | New York, NY Aug 2017 - Jan 2023

- Produced technical design and documentation for 15+ large-scale live productions annually, including Shakespeare in the Park, festivals, world premieres, and touring programs with complex spatial and logistical requirements
- Partnered with designers and production to translate creative concepts into fully realized scenic experiences
- Developed and implemented drafting standards and file management systems, improving cross-functional communication and efficiency across departments
- Took on technical design problem-solving beyond drafting scope, supporting complex builds, outdoor installations, and exacting design requirements
- Served as Technical Director for educational productions, overseeing execution from planning through delivery
- Managed special projects including large-scale scenic graphics, custom wallpaper, and lobby signage

### Designer | Animated Storyboards | Remote Aug 2020 - Mar 2021

- Designed and delivered 2D and 3D animatics for national advertising campaigns, ensuring brand consistency and client approval.
- Collaborated with international teams to deliver work under accelerated timelines.
- Applied brand and style guidelines to maintain consistency across deliverables.

### Experiential Designer | Freeman XP | Avon, MA Oct 2013 – Jul 2017

- Designed and delivered branded experiential environments for trade shows and live events, including booths, photo moments, sculptural elements, and interactive brand touchpoints
- Partnered with sales and production teams to translate client goals into visually compelling, production-ready experiential concepts
- Developed graphics and environmental systems for signage, wayfinding, exhibits, and large-scale installations
- Produced production-ready files for large-format print and CNC fabrication, ensuring accuracy from design through execution
- Refined brand expression across physical environments for ADP, MPINCC, and the New York Auto Show, developing a multi-year graphic treatment

### Graphic Designer | Preschool of the Arts | New York, NY Aug 2013 – Oct 2013

- Designed all digital and print graphics, signage, and marketing materials
- Produced a new parent welcome storybook featuring original illustrations