

KENNETH HARDY

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LEADERSHIP

Theme Parks • Hospitality • Entertainment

Beginning his career with Hallmark Cards - New Product Design Department, in 1977, Kenn Hardy has forged a name for himself as a uniquely talented Conceptual Designer with an added expertise in Guest Experience, Entertainment Design and Marketing. As a proven leader with over thirty years of experience, his creative solutions have found their way into dozens of noteworthy projects from Guangzhou, China to the Las Vegas Strip. Located near Orlando, Florida, Kenn has worked with many industry giants such as Walt Disney Imagineering, Universal Creative, Herschend Family Entertainment, Paramount Parks, Six Flags, Hard Rock Café, and Planet Hollywood. Most recently, he had worked as Creative Designer for the Historic Port of Falmouth, Jamaica being developed by Royal Caribbean Cruise Lines and the Vision Plan efforts for the Island of St. Lucia.

SPECIAL SKILLS

Marketing • Brand Development • Presentation

Having spent almost ten years as Creative Director in the Marketing and Advertising sector, Kenn has hands-on experience in Brand Development, New Product Development as well as long-range Planning and Marketing Strategy. Other special skills include Logo Design, Advertising Design, Creative Writing, Project Management, and Concept Presentation Materials. For many projects, Kenn would be involved in both Creative Concept Design as well as Brand Development.

Computer skills include: Mac Platform - Sketchup, Photoshop, Adobe Illustrator, Corel Painter, Dreamweaver, Power Point, Word, Excel and a few others.

Additional Skills: Master Lettering Artist, Sculpture, Model and Mold Making.

PROFESSIONAL EXPERIENCE

Hallmark Cards Inc.

New Product Designer • 1977-1979

Responsible for development of new product lines, new product applications and customer market testing.

Walt Disney Imagineering, Walt Disney World Company

Project Designer • 1979-1981

Responsible for Creative Concept Development and support for EPCOT Center Entertainment, The Grand Floridian Beach Resort, Wilderness Resort, Magic Kingdom, Lake Buena Vista Shopping Village and New Orleans Village Expansion.

Market Development Group

Creative Design Director • 1981-1989

Creative Advertising Design and Account Services. Clients included: Buena Vista Palace, Radisson Hotels, Catalina Homes, Pulte Homes, and Jeno Palucci Lake Mary Properties.

Itec Entertainment Inc.

Sr. Project Designer • 1989-1994

Delivery of Creative Concept Development, Thematic Design, Creative Story Writing, Design Intent Documents and Art Direction. Clients included: Universal Studios, Walt Disney World Resorts, Japan Sea Life Park, Euro Disney, Cedar Point, Valley Fair, Silver Dollar City, Tokyo Dome, Mirage Resorts Inc., Kia Motors and Singapore Science Center.

Herschend Family Entertainment, Inc.

Creative Manager • 1994-2000

Responsible for development of New Attractions and Guest Areas for existing properties as well as creative direction and marketing strategy for new acquisitions. HFE owns and operates Dollywood, Dollywood's Splash Country, Silver Dollar City, Stone Mountain Park, Ride the Ducks, Adventure Aquarium and Newport Aquarium.

Adventure Parks Group, Inc.

Vice President of Corporate Development • 2001-2005

Vice President responsible for creative development and project management for all APG properties including Wild Adventures Theme Park, Splash Island Parks, and Cypress Gardens. During the reopening of Florida's Historic Cypress Gardens and building of Splash Island Water Park, Kenn was in charge of all Story Development, Master Planning, Project Management and Festivals. Three hurricanes hit the Florida project during construction and it was still able to open on time.

IDEA Orlando (www.ideaorlando.com)

Director of Design • 2006-Present

Senior Design Manager responsible for all client deliverables and creative content. IDEA develops Brand Strategies, Ports of Call for the Caribbean Market, Hospitality Projects Guest Experiences for Themed Attractions and provides Master Planning Services for Project Developers.

Clients Include: Royal Caribbean Cruise Lines, The Government of Saint Lucia, Barbados, Saint Maarten, and the Port Authority for Jamaica.

NOTABLE PROJECTS

Disney's Grand Floridian Beach Resort

As an original member of the Grand Floridian Beach Resort project team, Kenn helped define the overall architectural flavor as well as the look of many guest amenities such as the Long House Buildings and Honeymoon Cottages.

EPCOT Illuminations Lagoon Show

During the conceptual phase of EPCOT Center's Original Lagoon Laser and Fireworks Show, Kenn was a member of the design team and responsible for all Conceptual Show Images.

Dollywood's Enchanted Tree House

Smack-dab in the middle of Dollywood's Craftsman Valley, you'll discover a place where the breeze blows just a little softer and the bird songs just a little sweeter. Dolly's very own Tree House is a brilliant spark of Smoky Mountain Imagination. This interactive children's play area is chocked-full of excitement and jubilation. Kenn was responsible for the storyline, concept design, interactive elements and architectural styling of the project.

Cypress Gardens Adventure Park

Although it was ultimately doomed by three category 5 hurricanes, the reopening of Florida's Historic Cypress Gardens was a celebrated event. Florida's original themed attraction had sit idle for over five years until it was purchased by Adventure Parks Group. Not only was it brought back to it's original glory, with a working Paddle Wheel River Boat, and Ski Show Extravaganza, but the new park also included a brand new Water Park and Rides Area.

Historic Port of Falmouth, Jamaica

Designed specifically to berth Royal Caribbean's new Oasis of the Seas, Falmouth was chosen for the same reason that the Caribbean Pirates chose it centuries ago. The dock area includes 12 acres of development that's designed to blend into the existing Georgian city plan. Working with the developers for over two years, Kenn was responsible for design direction and concept illustrations.

EDUCATION

Ringling Collage of Art and Design, Sarasota, Florida 1977

One of the leading design schools in the United States. Many Ringling Graduates are recruited by Dreamworks, Industrial Light and Magic and Pixar.

Bachelor's Degree Equivalent - Graphics and Interactive Communications

Kansas City Art Institute, Kansas City, MO 1978-1979

Continuing Education

Franklin Covey Management Course, 1998

Seven Habits of Highly Effective People Program.

Certificate of Completion