

From Concept to Built Experience

EXHIBIT, EXPERIENTIAL & ENVIRONMENTAL DESIGN PORTFOLIO



Leo Douglas

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BRANDED ENVIRONMENTS. CLIENT STORIES. BUILT RESULTS.

PORTFOLIO POSITIONING

Creative Direction for Branded Environments

I lead the development of exhibit, experiential, retail, and environmental design programs from early strategy through client presentation, design refinement, and production handoff.

My work turns brand goals, RFP requirements, audience needs, and budget realities into clear spatial concepts that can be presented, approved, estimated, built, and installed.

I bring together creative direction, client-facing storytelling, 3D visualization, and production-aware thinking to help teams make better decisions earlier and carry the design intent through to the final show floor.

Leadership Focus

- Translate brand objectives into physical experiences that support visibility, engagement, and business goals.
- Create polished presentation narratives that help clients and stakeholders understand the value of the design quickly.
- Align creative ideas with budget, timeline, fabrication methods, show rules, and operational realities.
- Guide internal teams, vendors, freelancers, CAD, graphics, estimating, and fabrication partners around one clear direction.

SELECTED CLIENT EXPERIENCE

Selected Client Experience

I have helped shape branded environments for global lifestyle brands, technology companies, entertainment properties, wellness brands, consumer product companies, and B2B trade show programs.



CREATIVE DIRECTION & PROJECT LEADERSHIP

Vision, Alignment & Execution

I lead creative work by connecting strong ideas to real-world execution. The goal is not only to create a beautiful concept. The goal is to create a clear, buildable direction that clients can approve and teams can deliver.

Every project starts with the same core questions: What does the brand need to communicate? Who is the audience? What should the space make people feel, understand, and do? What can be built within the budget, timeline, venue, and show requirements?

From there, I develop the creative direction, build the client-facing story, and guide the design through renderings, plans, material direction, feedback, revisions, estimating, and production coordination.

How I Create Impact

- Clarify the objective early so design decisions are tied to brand goals, not personal preference.
- Create presentation stories that help decision-makers approve the direction with confidence.
- Protect the core idea while managing feedback, scope changes, budget pressure, and timeline shifts.
- Coordinate with account teams, sales, CAD, graphics, estimating, vendors, fabrication, and production so the work stays aligned.

SELECTED WORK

Built Work, Client Presentations, and Show-Floor Results

The following projects show how I lead creative development across concept strategy, spatial design, client presentation, visualization, and production-aware execution.

- DryWater — Natural Products Expo West: Award-winning exhibit using color, product storytelling, and clean architecture to communicate a full citrus product family.
- ALP Pouches — Total Product Expo: Immersive 1940s–1950s general store and saloon concept designed for product visibility, activation, and visitor engagement.
- Medicom Toy / BE@RBRICK — DesignerCon: Large-scale collectibles exhibit with elevated shelving, gallery-style displays, and a traditional-meets-modern architectural approach.
- Bandai Namco — Anime Expo: Multi-brand entertainment exhibit built around colorful SEG graphics, custom BeMatrix elements, product displays, and fan engagement.
- Ambarella — CES: Multi-room technology installation with immersive demos, continuous graphics, hospitality zones, and a repeatable high-tech shelf system.
- Yamaha — APEX IPC: Technology exhibit with strong overhead branding, demo areas, meeting zones, digital displays, and clean corporate architecture.
- Kona — Experiential / Trade Show Structure: Reusable indoor-outdoor brand structure built with welded frames, powder-coated finishes, and hospitality-focused activation areas.
- ARKANCE — Autodesk University: Technology exhibit designed for the Autodesk audience, with curved architecture, LED-lit continuity, and high-capacity demo stations.
- Peacock Playground — SXSW: Large-scale outdoor entertainment activation with multiple interactive zones, photo moments, scenic elements, and weather-aware build planning.
- Jose Cuervo / NASCAR — Talladega Superspeedway: Experiential activation concept with competitive drink-making, tire-change challenges, winner podium, and large hospitality bar.
- Aerolase — AAD New Orleans: Sleek medical technology exhibit inspired by the curves of the device, with product display, meeting area, and integrated green wall.
- TMRW Life Sciences — ASRM: Life sciences exhibit designed to present reproductive specimen storage technology through clean architecture, product education, and clinical storytelling.
- Vans — Retail & Environmental Design: Retail environments, fixture systems, seasonal displays, graphics, and repeatable brand experience elements for a global lifestyle brand.

SELECTED WORK

DryWater

Natural Products Expo West 2026- Award-Winning Exhibit Design

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Exhibit Environment, Product Storytelling, Visitor Flow, Graphics, Lighting, Presentation Development

FOCUS: Product Variety, Visitor Flow, Brand Visibility, Built Execution

OUTCOME: Best of Show in Category

For DryWater at NPEW 2026, I developed a bright, product-forward exhibit environment designed to communicate the brand's full product range and create strong visibility on a busy show floor.

The Assignment

The booth needed to quickly show that DryWater was more than one product. The goal was to create an environment that helped visitors understand the variety of flavors, move through the space easily, and connect with the brand through clear product storytelling

Creative Direction

The design direction focused on turning product variety into a physical experience. Each flavor was supported through color, graphics, and product zones, while the overall architecture stayed clean, modern, and easy to read from the aisle.

Key Moves

- Bold overhead signage created strong visibility from across the hall.
- Color-coded product zones helped communicate flavor variety quickly.
- Open sightlines made the booth easy to enter, explore, and understand.
- Lighting and graphic moments helped each product area feel intentional.

Result

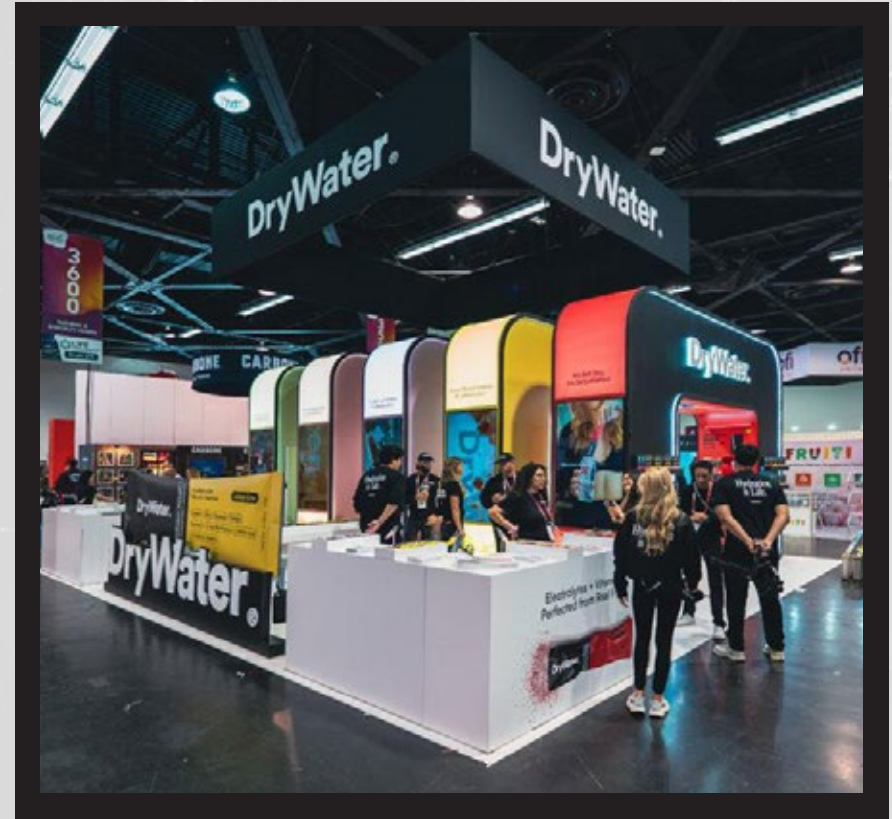
The exhibit delivered a strong brand presence, clear product storytelling, and a memorable visitor experience. The final booth helped DryWater stand out at NPEW 2026 and received Best of Show recognition.

DRYWATER

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final exhibit is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to carry a visual idea into a real show-floor experience.

SELECTED WORK

ALP Pouches

TPE 2026 - Retail-Inspired Exhibit Experience

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Exhibit Architecture, Adjacent Activation Booth, Product Storytelling, Branded Graphics, Hospitality + Hangout Areas

FOCUS: Immersive Theme, Multi-Structure Planning, Visitor Engagement, Rustic Finish Integration

OUTCOME: Second Best of Show

For ALP Pouches at TPE 2026, I developed an immersive exhibit inspired by a 1940s–1950s American general store. The booth was designed as a fully built environment, with the main structure acting as the general store and a smaller adjacent structure designed as a saloon for activation and hangout space.

The Assignment

The assignment was to create a branded environment that felt more like a destination than a standard trade show display.

Creative Direction

The design direction focused on building a themed architectural experience from scratch. Drawing on my architectural background, I designed the booth as a rustic streetscape with two distinct structures that worked together as one brand experience. Product elements, signage, and finishes were used to make the space feel authentic, warm, and highly engaging.

Key Moves

- Rustic finishes, wood tones, and layered details created an immersive atmosphere.
- Nicotine pouch cans were reimagined as menu-board style storytelling elements.
- The layout encouraged visitors to enter, explore, and spend time in the space.
- The full environment was designed to feel architectural, not temporary.

Result

The booth delivered a memorable branded environment that stood out through storytelling, architectural character, and visitor engagement. The final design helped position ALP as more than a product display and received Second Best of Show recognition.

ALP POUCHES

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to turn a themed concept into a real built experience.

SELECTED WORK

Medicom Toy / BE@RBRICK

DesignerCon 2023 - Collectibles Exhibit Experience

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Exhibit Architecture, Display Shelving, Product Showcases, VIP Lounge, Feature Walls, Branded Environment

FOCUS: High-Value Display, Visitor Experience, Traditional + Modern Design Balance

BRAND: Designer Collectibles / Art Toys

For Medicom Toy at DesignerCon 2023, I developed a large-scale BE@RBRICK exhibit designed to showcase high-value collectibles in a space that felt elevated, gallery-like, and brand appropriate.

The Assignment

The booth needed to display a large collection of BE@RBRICK figures, including pieces valued at over \$50,000, while creating an environment that felt premium, organized, and memorable for visitors.

Creative Direction

The design direction focused on blending traditional architectural cues with a modern retail-gallery experience. Warm wood tones, structured display walls, and clean white surfaces created a balanced environment that felt refined, collectible-driven, and visually calm despite the large number of pieces on display.

Key Moves

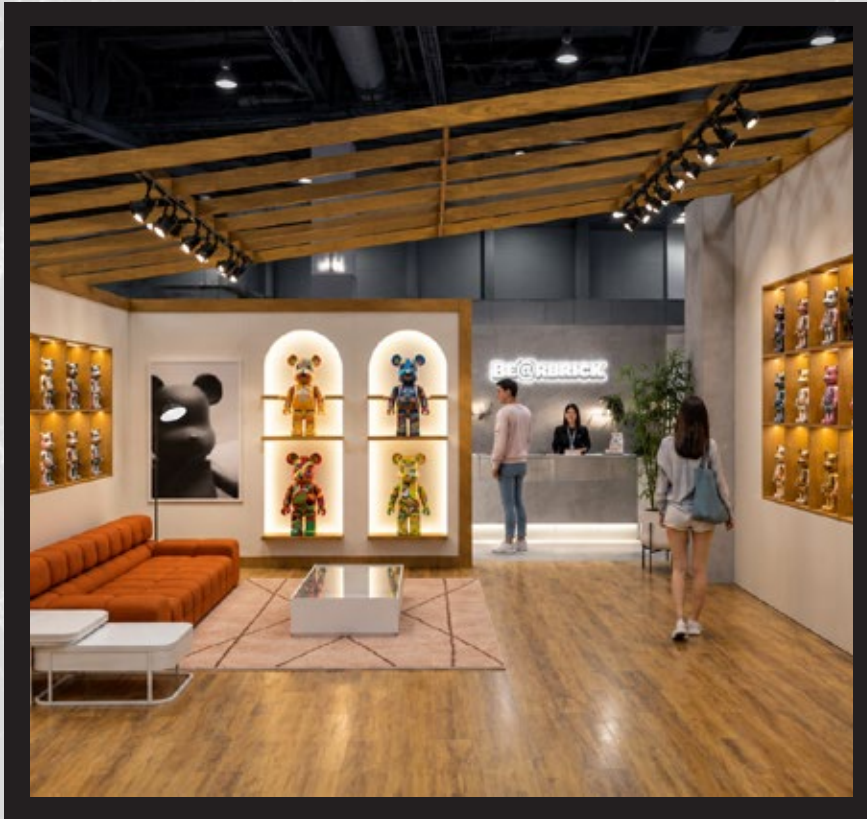
- Elevated shelving helped protect and highlight high-value collectibles.
- Large display walls created a strong visual backdrop for the collection.
- Traditional-style architectural elements were paired with modern finishes.
- Open lounge space gave the booth a premium, gallery-like feel.
- Feature planters, wood details, and layered materials softened the large footprint.
- The layout supported both product viewing and a more immersive brand experience.

Result

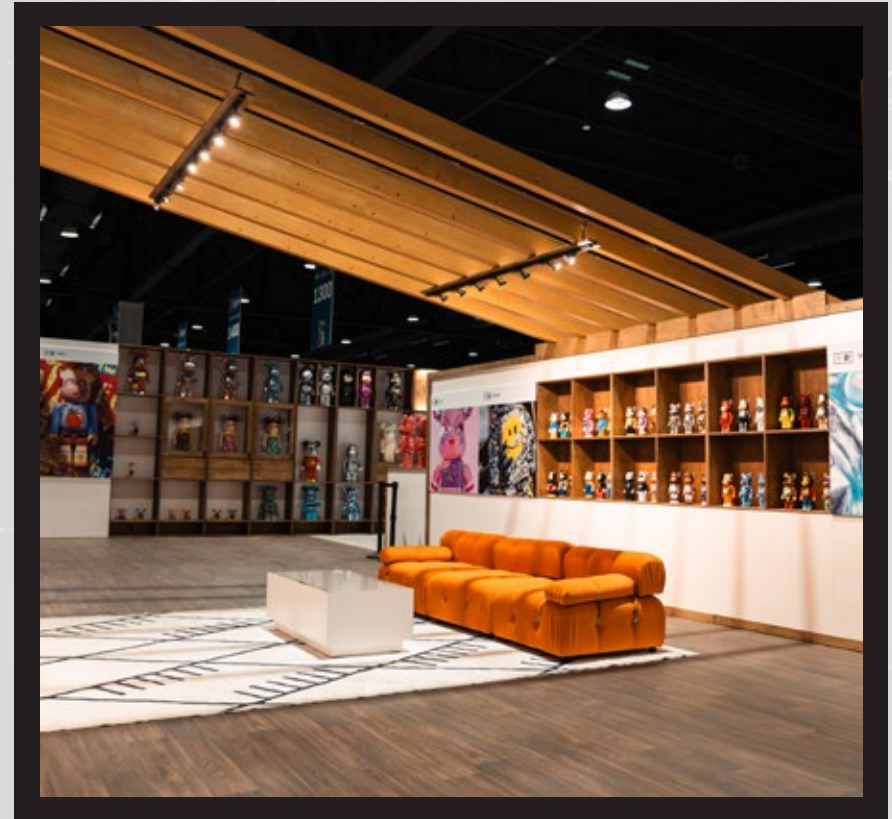
The exhibit delivered a premium environment for displaying rare and high-value collectibles while reinforcing the BE@RBRICK brand through scale, materiality, and experience. The final booth balanced security, display impact, and visitor engagement within a clean, memorable setting.

MEDICOM TOY / BE@RBRICK

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to translate a collectible-focused concept into a real built experience.

SELECTED WORK

Bandai Namco

Anime Expo 2025 - Entertainment Exhibit Experience

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: BeMatrix Exhibit System, Custom Feature Elements, SEG Graphics, Brand Zones, Product Displays, Digital Moments

FOCUS: Multi-Brand Storytelling, Visual Hierarchy, Visitor Flow, Color + Finish Integration

SHOW: Anime Expo

BRAND: Global Entertainment + Collectibles

For Bandai Namco at Anime Expo 2025, I developed a large-scale exhibit environment that brought multiple entertainment and collectible brands together under one cohesive show-floor experience.

The Assignment

The challenge was to fit more than five brands into one booth while keeping each brand recognizable, organized, and visually exciting. The client wanted a light, white aluminum BeMatrix frame system with colorful SEG graphics, custom elements, layered finishes, and a strong entertainment presence.

Creative Direction

The design direction focused on creating a clean architectural framework that could hold many different brand worlds without feeling chaotic. The white structure gave the booth a bright, controlled foundation, while colorful graphics, illuminated moments, product displays, and custom features helped each brand stand apart.

Key Moves

- A light white BeMatrix structure created a clean base for multiple brands.
- Colorful SEG graphics helped separate each brand zone visually.
- Custom elements and finish changes added depth beyond a standard system booth.
- Product displays and digital screens supported storytelling and fan engagement.
- The layout balanced high-traffic visibility with clear visitor flow across the booth.
- Large branded moments helped Gunpla, Pokémon, One Piece, GQuuuuuX, and other properties feel distinct within one shared environment.

Result

The exhibit delivered a bright, organized, and high-energy environment that supported multiple brands within one cohesive booth. The final design balanced color, structure, custom work, product visibility, and visitor engagement while maintaining a clean and buildable system-based approach.

BANDAI NAMCO

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to carry a complex multi-brand idea into a real built experience.

SELECTED WORK

Ambarella

CES 2026 - Technology Experience Installation

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Multi-Room Hotel Installation, Demo Environments, Branded Architecture, Display Shelving, Digital Integration, Presentation Areas

FOCUS: Tech-Forward Design, Demo Experience, Brand Elevation, Functional Display Solutions

BRAND: AI Vision / Semiconductor Technology

For Ambarella at CES 2026, I developed a multi-room hotel installation designed to present the brand as a high-level technology leader in a competitive environment.

The Assignment

The client wanted a design language that felt more elevated, modern, and tech-forward — strong enough to compete visually with brands like Intel. The installation also needed to work across multiple hotel rooms, each supporting demos, presentations, and product storytelling.

Creative Direction

The design direction focused on creating a clean, immersive technology environment with continuous graphics, integrated digital content, and a polished material palette. One of the key demo rooms used wrapped screens and continuous branded graphics to create a more immersive, high-tech experience.

Key Moves

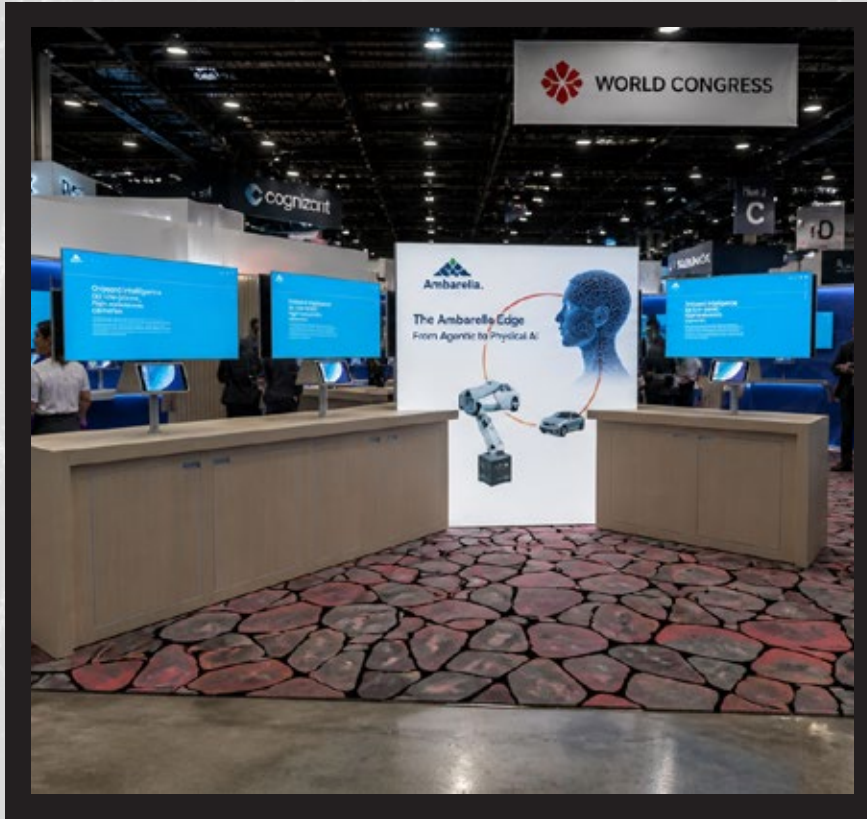
- The installation was planned across multiple hotel rooms for demos and presentations.
- A clean, tech-forward design language helped elevate the brand presence.
- Wrapped screens and continuous graphics created a stronger demo experience.
- Display areas were designed to feel modern, organized, and client-ready.
- During client discussions, I developed a sturdier shelf design to solve previous issues with sagging shelves.
- The updated shelf system performed well and became a signature display element for future Ambarella shows.

Result

The environment supported a high-traffic technology presence with a clear balance of brand communication, product demonstration, and business conversation.

AMBARELLA

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to carry a visual idea into a real built experience.

SELECTED WORK

YAMAHA

APEX IPC 2026 - Large-Scale Technology Exhibit

ROLE: Exhibit Designer / 3D Visualization

SCOPE: Branded Architecture, Demo Areas, Meeting Zones, Digital Displays, Overhead Signage

FOCUS: Brand Visibility, Product Communication, Visitor Flow

BRAND: Global Technology + Audio Brand

For Yamaha at APEX IPC 2026, I developed a clean, high-impact exhibit environment designed to support product demos, meetings, digital content, and strong brand visibility on the show floor.

The Assignment

The exhibit needed to create a strong presence from a distance while supporting clear product communication, visitor engagement, and private conversation areas.

Creative Direction

The design direction focused on a bold red-and-white brand environment with strong overhead visibility, illuminated architectural forms, and a clean corporate layout that felt premium, technical, and easy to navigate.

Key Moves

- Large overhead signage created strong visibility across the show floor.
- Clean white architecture helped the space feel polished, open, and professional.
- Integrated digital displays supported product messaging and demo content.
- Meeting and hospitality areas were planned to support client conversations.
- A controlled red, white, and black palette reinforced brand recognition.

Result

The exhibit delivered a strong corporate presence with clear brand visibility, organized product communication, and functional spaces for demos, meetings, and client engagement.

YAMAHA - REVS YOUR HEART
Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to carry a visual idea into a real built experience.

SELECTED WORK

KONA BIG WAVE

Experiential + Trade Show Environment Outdoor / Indoor Modular Brand Structure

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Experiential Structure, Trade Show Booth, Welded Frame System, Powder-Coated Finishes, Hospitality Zones, Branded Architecture

FOCUS: Reusability, Weather Resistance, Brand Presence, Indoor / Outdoor Flexibility

BRAND: Lifestyle + Consumer Brand

For Kona, I developed a flexible branded structure designed to work in two environments: outdoor experiential activations and indoor trade show settings.

The Assignment

The client needed a structure that could feel elevated and permanent, but still function as a reusable brand asset. The design had to support outdoor conditions, trade show requirements, hospitality moments, and strong visual presence across different event formats.

Creative Direction

The design direction focused on creating a clean, lifestyle-driven environment with a durable structural system behind it. Welded frames and powder-coated finishes were used to support long-term reuse and withstand weather conditions, while the overall look remained bright, open, and approachable.

Key Moves

- Welded frame construction created a durable structure for repeated use.
- Powder-coated finishes helped protect the system for outdoor conditions.
- The structure was designed to work both outside and inside trade show halls.
- Elevated deck and stair elements created a stronger experiential presence.
- Hospitality zones supported meetings, sampling, and brand engagement.
- Planting, lighting, and warm finish details helped soften the structure and create a lifestyle atmosphere.

Result

The project delivered a reusable branded structure that could support outdoor activations and indoor trade show use. The final design balanced durability, flexibility, hospitality, and brand impact while giving the client a long-term experiential asset.

KONA BIG WAVE

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

Concept visualization and final installation shown side by side to demonstrate design continuity, production awareness, and built execution.

SELECTED WORK

ARKANCE

Autodesk University 2025 - Technology Exhibit Environment

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Demo Stations, Specialty Kiosks, Curved Architecture, LED Soffit, Digital Displays, Hanging Signage

FOCUS: Autodesk Audience, Demo Capacity, Brand Visibility, Visitor Engagement

BRAND: Autodesk Technology Partner / AEC Software Solutions

For ARKANCE at Autodesk University 2025, I developed a technology exhibit environment designed to support hands-on demos, specialty kiosks, Technology Showcase presentations, and high-value conversations with the Autodesk audience.

The Assignment

The booth needed to support multiple demo areas, sector-specific conversations, and a strong show-floor presence while staying open, organized, and easy to navigate.

Creative Direction

The design focused on using curved architecture as a simple, high-impact move. The curved wall created movement, organized the demo zones, and connected the booth into one clear ARKANCE brand experience.

Key Moves

- Curved architecture created a dynamic show-floor presence.
- Layout supported multiple demo stations and specialty kiosks.
- LED-lit soffits created continuity across the booth.
- Digital stations supported software demos and visitor engagement.
- Clear zoning helped organize ARKANCE services, presentations, and conversations.
- Blue-and-white palette reinforced a clean technology brand.

Result

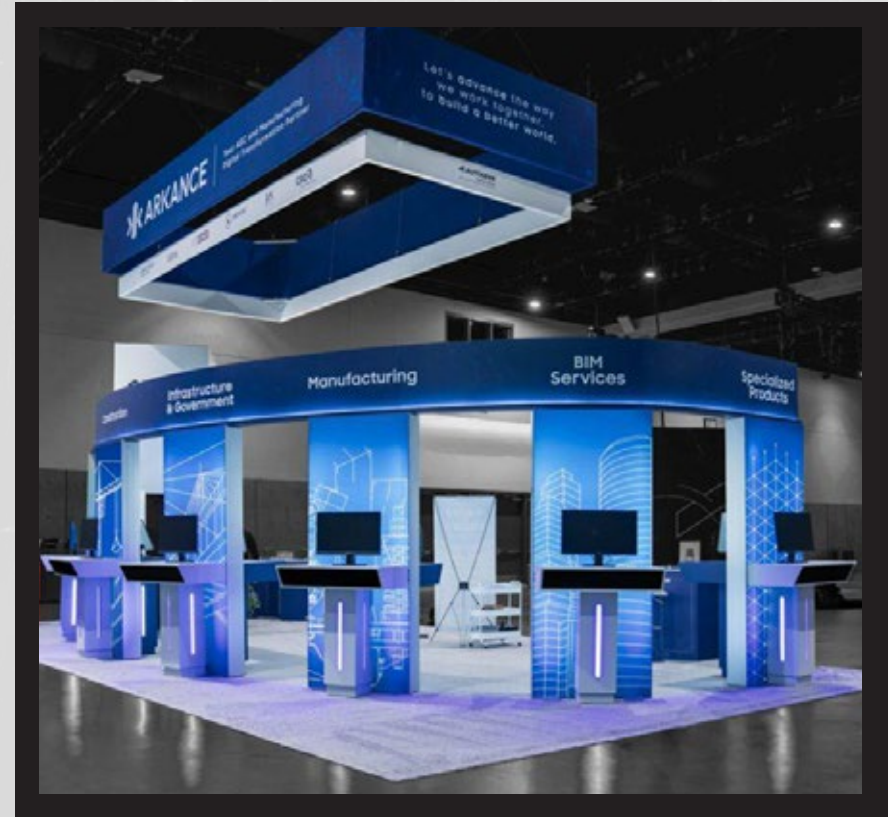
The exhibit delivered a clean, high-capacity demo environment for Autodesk University 2025, supporting product education, brand visibility, and visitor engagement.

ARKANCE

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

The final environment is shown through concept renderings and built photos to demonstrate design continuity, production awareness, and the ability to translate a high-capacity demo environment into a real built experience.

SELECTED WORK

Vans

Retail & Environmental Design

ROLE: Environmental Design, Retail Concept Development, Visualization

SCOPE: Retail Fixtures, Seasonal Displays, Graphics, Store Experience Elements

FOCUS: Customer Journey, Product Display, Brand Consistency, Retail Systems

At Vans, I worked on retail environments and branded store elements for a global lifestyle brand rooted in culture, product, and community.

The Assignment

The work required design solutions that could support product storytelling, seasonal campaigns, fixture systems, customer flow, and brand consistency across retail environments.

Creative Direction

The design approach balanced creative brand expression with practical retail needs: display clarity, repeatable systems, durable details, and strong customer experience.

Key Moves

- Designed retail fixtures and branded display elements
- Supported seasonal visual storytelling
- Created presentation visuals and mockups for internal alignment
- Helped maintain consistency across customer-facing environments

Result

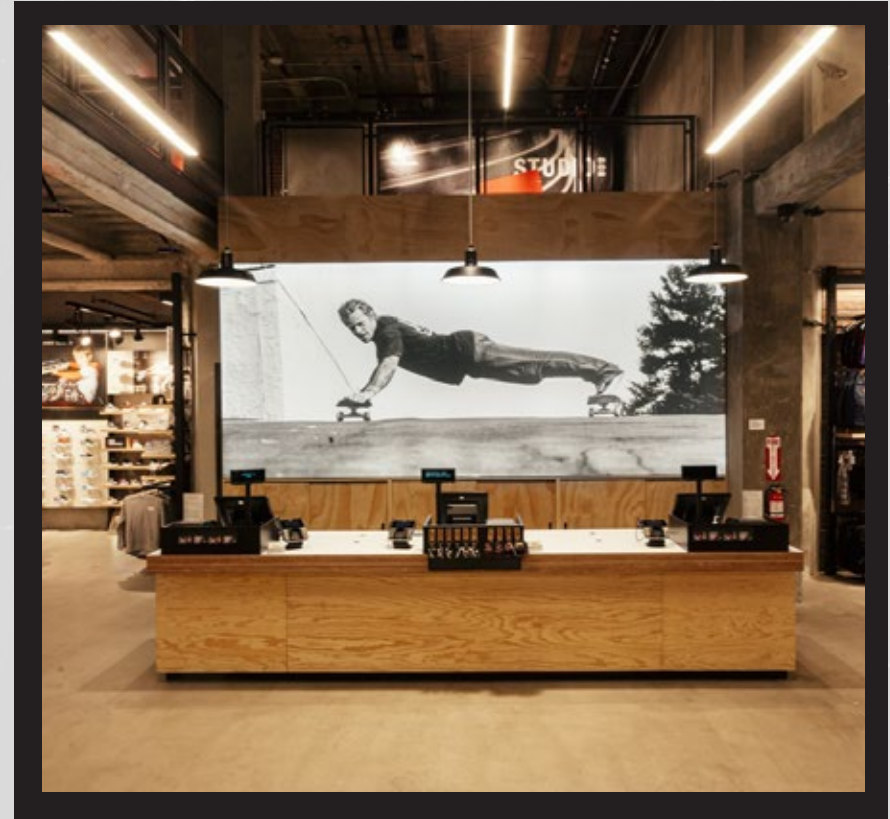
The work supported a global retail brand through environmental design, visualization, display strategy, and customer experience thinking.

VANS - FLAGSHIP RETAIL STORE

Rendering to Reality



Concept Rendering



Final Installation

From Concept to Retail Floor

Concept visuals and final applications shown side by side to demonstrate brand consistency, retail execution, and customer-facing design continuity.

SELECTED WORK

Jose Cuervo / NASCAR

Talladega Superspeedway 2026 - Experiential Brand Activation

ROLE: Creative Direction, Experiential Design, 3D Visualization

SCOPE: Interactive Activations, Bar Environment, NASCAR-Inspired Competition, Winner Stage, Branded Scenic Elements

FOCUS: Visitor Engagement, Competitive Play, Brand Energy, Event Flow

BRAND: Spirits / Motorsports / Experiential Activation

For Jose Cuervo and NASCAR at Talladega Superspeedway, I developed an experiential activation designed around competition, participation, and high-energy brand engagement.

The Assignment

The goal was to create an event environment that connected Jose Cuervo's social energy with NASCAR's competitive culture. The activation needed to give visitors multiple ways to participate, gather, compete, and celebrate.

Creative Direction

The concept focused on turning brand interaction into a race-day experience. One activation used bikes connected to blenders, allowing guests to compete to make margaritas the fastest. Another used the side profile of a NASCAR vehicle to create a tire-change competition. A winner podium and large serving bar helped complete the event story.

Key Moves

- Bike-powered blender competition created a fun, participatory margarita moment.
- NASCAR tire-change challenge connected directly to race culture.
- Winner podium added a competitive photo and celebration moment.
- Large serving bar supported hospitality, traffic flow, and brand visibility.
- Activation zones gave guests multiple ways to engage with the experience.

Result

The concept delivered a high-energy experiential environment built around competition, social interaction, and memorable brand participation.

JOSE CUERVO / NASCAR

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

Concept visualization and final installation shown side by side to demonstrate design continuity, production awareness, and built execution.

SELECTED WORK

Peacock Playground

SXSW 2022 - Large-Scale Experiential Activation

ROLE: Senior 3D Designer, CAD Detailer, Experiential Design Support

SCOPE: Multi-Zone Activation, Scenic Environments, Interactive Moments, CAD Detailing, Weather-Aware Build Planning

FOCUS: Visitor Flow, Photo Moments, Outdoor Durability, Multi-Activation Coordination

BRAND: Streaming / Entertainment / Live Event Experience

For Peacock Playground at SXSW 2022, I supported the development of a large outdoor experiential activation with multiple branded activity zones designed for interaction, content creation, and guest engagement.

The Assignment

The activation needed to bring several Peacock entertainment properties to life within one outdoor experience. Each area had to feel distinct while still working together as one cohesive playground-style environment.

Creative Direction

Working with the graphic design team, I helped translate the creative direction into 3D environments and buildable CAD details. The activation included multiple guest experiences, including a tunnel of lights, photoshoot moments, a merry-go-round, see-saw, basketball activation, gold pot feature, and a large entry gate.

Key Moves

- Multiple activation zones created a layered guest journey.
- 3D design helped translate flat creative into spatial experiences.
- CAD detailing supported fabrication and field execution.
- Scenic elements were planned for outdoor use and potential rain.
- Photo moments and interactive features encouraged guest participation.
- The large gate created a clear arrival moment and strong first impression.

Result

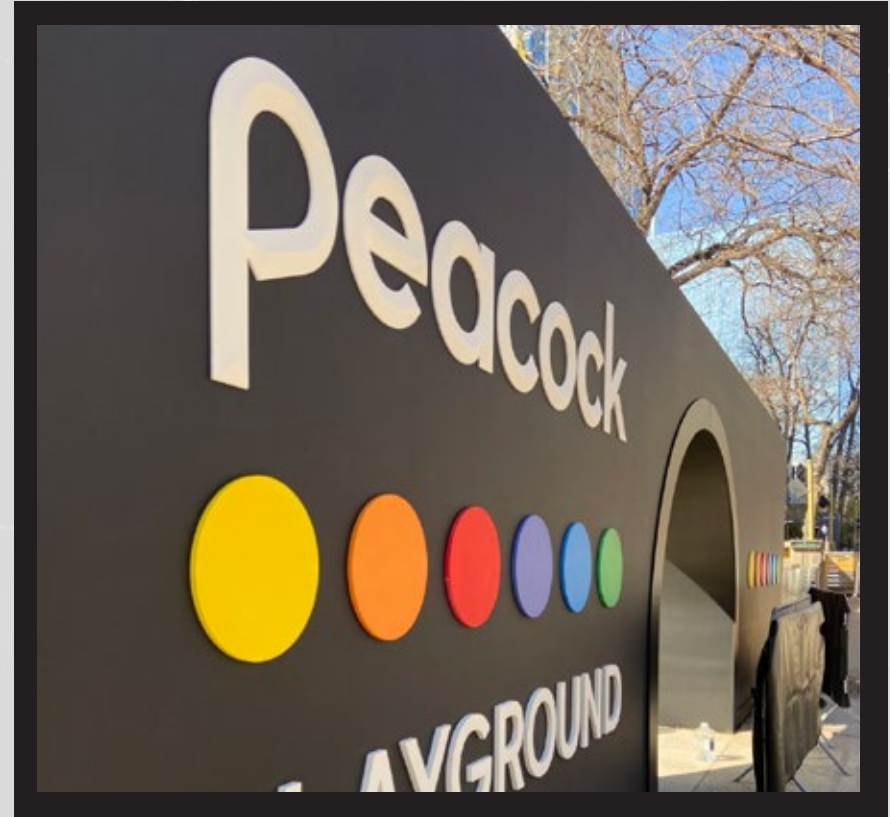
The activation delivered a high-visibility SXSW experience with multiple interactive moments, strong entertainment storytelling, and weather-aware scenic execution.

PEACOCK PLAYGROUND

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

Concept visualization and final installation shown side by side to demonstrate design continuity, production awareness, and built execution.

SELECTED WORK

AEROLASE

AAD New Orleans - Medical Technology Exhibit

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: 20x20 Exhibit, Product Display, Meeting Area, Green Wall, Branded Architecture, Lighting Direction

FOCUS: Sleek Product Storytelling, Device-Inspired Design, Wellness + Technology Balance

BRAND: Medical Aesthetic Laser Technology

For Aerolase, I developed a sleek 20x20 exhibit environment designed to support product visibility, client conversations, and a modern medical technology presence.

The Assignment

The booth needed to communicate the precision and sophistication of Aerolase's laser technology while supporting demos, meetings, and a clean brand experience. The client also wanted a green wall integrated into the meeting side of the booth.

Creative Direction

The design direction was inspired by the lines and curves of the Aerolase device itself. The booth used a sleek, modern architectural language with soft curves, clean surfaces, and controlled lighting to create a premium healthcare technology environment.

Key Moves

- Curved forms reflected the design language of the laser device.
- Sleek white architecture created a clean medical technology presence.
- Green wall added warmth and visual contrast near the meeting area.
- Product-focused layout supported demos and sales conversations.
- Lighting and finish direction helped the booth feel polished and clinical without feeling cold.

Result

The exhibit delivered a modern, product-driven environment that balanced medical credibility, visual warmth, and client-facing functionality.

AEROLASE

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

Concept visualization and final installation shown side by side to demonstrate design continuity, production awareness, and built execution.

SELECTED WORK

TMRW Life Sciences

ASRM 2022 - Life Sciences Technology Exhibit

ROLE: Creative Direction, Exhibit Design, 3D Visualization

SCOPE: Product Display, Technology Storytelling, Meeting Area, Branded Architecture, Presentation Environment

FOCUS: Fertility Technology, Product Education, Trust, Clinical Innovation

BRAND: Reproductive Medicine / Life Sciences Technology

For TMRW Life Sciences at ASRM 2022, I developed an exhibit environment designed to introduce a highly specialized fertility technology platform to clinics, labs, and sperm bank audiences.

The Assignment

The client needed to display and explain a specimen storage technology in a way that felt trustworthy, advanced, and easy to understand. The booth had to support product education, professional conversations, and a clear presentation of the system's value.

Creative Direction

The design direction focused on creating a clean, clinical, and future-facing environment. The product display was treated as the hero, with surrounding architecture and graphics designed to support trust, precision, and innovation without overwhelming the technology.

Key Moves

- Product display was positioned as the central storytelling moment.
- Clean architectural forms supported a clinical and high-tech impression.
- Meeting areas allowed for private conversations with fertility professionals.
- Graphics and spatial planning helped simplify a complex technology story.
- The environment balanced emotional sensitivity with scientific credibility.

Result

The exhibit delivered a clean, focused environment that helped present complex reproductive technology in a professional, approachable, and credible way. The final design supported product education, clinical conversations, and trust-building with fertility and lab professionals.

TMRW LIFE SCIENCES

Rendering to Reality



Concept Rendering



Final Installation

From Rendering to Show Floor

Concept visualization and final installation shown side by side to demonstrate design continuity, production awareness, and built execution.

LEADERSHIP VALUE

How I Create Value

How I Create Value

I bring senior-level judgment to the space between the first idea and the final build. That means asking better questions early, making the creative direction clear, and helping teams avoid costly confusion later.

Creative Direction

Concept direction, visual strategy, design leadership, creative reviews, and client-facing storytelling that help teams align around one clear idea.

Experiential & Environmental Design

Trade show exhibits, branded environments, activations, pop-ups, showrooms, retail experiences, demo spaces, hospitality zones, and product storytelling environments.

Client Presentation Development

Pitch narratives, RFP creative packages, renderings, plans, diagrams, material direction, design rationale, and stakeholder-facing presentations that help clients understand and approve the direction faster.

Design Management

Cross-functional coordination across account teams, sales, CAD, graphics, estimating, vendors, fabrication, and production to keep the work aligned from concept through execution.

Production-Aware Visualization

Renderings and design packages developed with scale, materials, budget, fabrication, schedule, show rules, and installation realities in mind.

Leadership Value

- Stronger upfront concepts for RFPs, pitches, and client presentations.
- Clearer creative direction that helps stakeholders understand and approve the idea faster.
- Better alignment between design, budget, estimating, CAD, graphics, fabrication, and production.
- More disciplined feedback management so revisions solve the problem without weakening the concept.
- Design work that feels creative, premium, and realistic enough to survive the build process.

My goal is to help teams sell better work, build better work, and protect the creative intent from the first presentation to the final show floor.

CLOSING

Creative Direction for the Built Experience

I help brands, agencies, and exhibit teams turn early ideas into clear, compelling, buildable environments.

My strength is connecting the full chain: brand strategy, spatial concept, client presentation, visualization, technical coordination, stakeholder feedback, and final show-floor execution.

The result is work that looks strong in the presentation, makes sense to the client, aligns with the team, and holds up when it becomes real.

Over the past 20+ years, I have contributed to more than 200 exhibit, experiential, retail, and branded environment projects. This portfolio highlights a selected group of projects where both concept visuals and final installation photography were available and presentable. Many completed projects were not professionally photographed, had limited show-floor documentation, or were captured only through low-quality reference images.

Additional renderings, concepts, and selected work samples are available at dou9las.com.

Leo Douglas

Creative Director | Exhibit, Experiential & Environmental Design

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Available For

- Creative Director roles
- Senior Design Manager roles
- Experiential design leadership
- Exhibit and environmental design programs
- Client-facing concept and presentation development