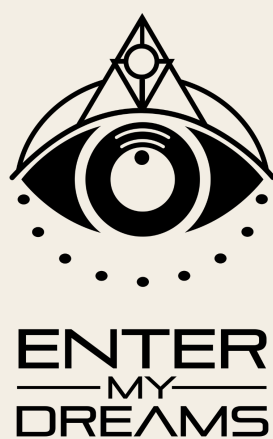


BRIAN LOWE

Projection, real-time 3D, live production,
and brand systems.

MULTIMEDIA SPECIALIST & PROGRAM ADMINISTRATOR

emdvisuals247@gmail.com
linkedin.com/in/brianloweart
entermydreams.com



MULTIMEDIA DIRECTOR · CHICAGO, IL

ART, TECHNOLOGY, AND STORYTELLING.

I’m a multimedia director with 7+ years of experience building immersive visuals for stages and brands, from Balenciaga runway shows to Coachella, EDC, and Tomorrowland. I work hands-on in Unreal Engine, TouchDesigner, and Adobe Creative Cloud, and I manage the scope, schedules, and documentation that get projects delivered.

PROJECTION / VIDEO DESIGN

Balenciaga Runway · CSUN
Projection Mapping Course

3D MODELING, ANIMATION, RENDERS

Unreal Engine 5 Environments ·
85+ Live Shows of Screen Content

STORYBOARDS + PROTOTYPES

Pitch Decks, Concept Mockups,
Previs for Tours, Brands, & Agencies

A/V + EVENT EXECUTION

U-Cast talk show · Mariners Church ·
YMCA Events

WEB, SOCIAL + HTML/CSS

Webflow CMS build for Lincoln Park
Room · Social Campaigns

GUIDANCE ON EDUCATING OUR COMMUNITIES

Design system docs · Unreal Chicago
lesson · CSUN lectures

SELECTED CLIENTS FOR PORTFOLIO

Balenciaga · Third Coast Music · Mariners · CSUN · Daddy Yankee · U-Coffee + U-Cast · YMCA · Unreal Chicago

SELECTED WORK

01

BALENCIAGA PROJECTION MAPPING

PROJECTION & REAL-TIME

02

THIRD COAST MUSIC REAL-TIME DATA * AUDIO

PROJECTION & REAL-TIME

03

UNREAL CHICAGO CHAPTER

TEACHING & COMMUNITY

04

CSUN GUEST LECTURES

TEACHING & COMMUNITY

05

MARINERS CHURCH VISUALS & SCREENGRABS

LIVE PRODUCTION & EVENTS

06

U-COFFEE + U-CAST BRANDING PACKAGE

LIVE PRODUCTION & EVENTS

07

YMCA VOLUNTEER & GRAPHICS

LIVE PRODUCTION & EVENTS

08

VANQUISH DESIGN LIFT PACKAGING

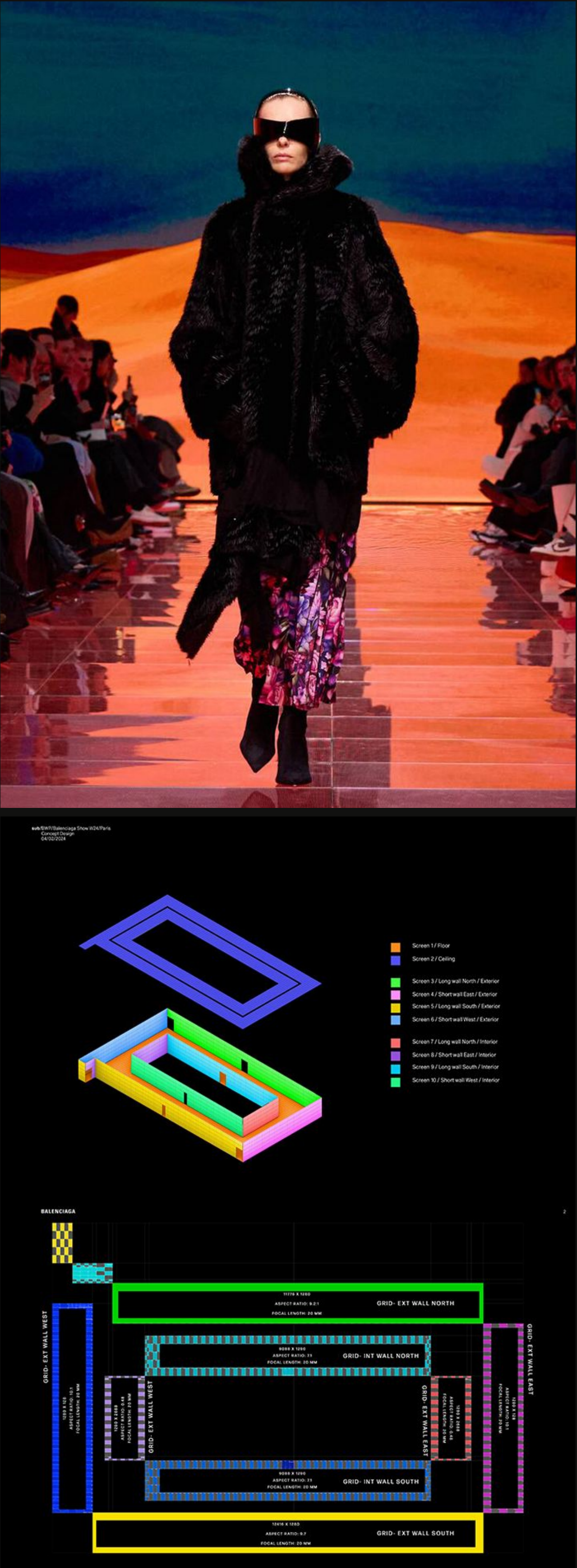
BRAND & DESIGN

01

BALENCIAGA

PROJECTION MAPPING

COUR DESIGN LLC · FALL | WINTER COLLECTION RUNWAY · 2023



Worked with a small team of animators on a tight deadline to create visuals for Balenciaga’s Winter Collection runway show. I built the virtual interior environment at real-world measurements across large-scale aspect ratios, produced multiple custom lighting iterations to match screen content, and composited the final video for the immersive runway.

ROLE

Unreal Engine Animator | Technical Artist | Previs

TOOLS

Unreal Engine 5 · Blueprints · After Effects · DisguiseOne

STAGE FIT

PROJECTION / VIDEO DESIGN

3D ENVIRONMENTS + RENDERS

DEADLINE PRODUCTION

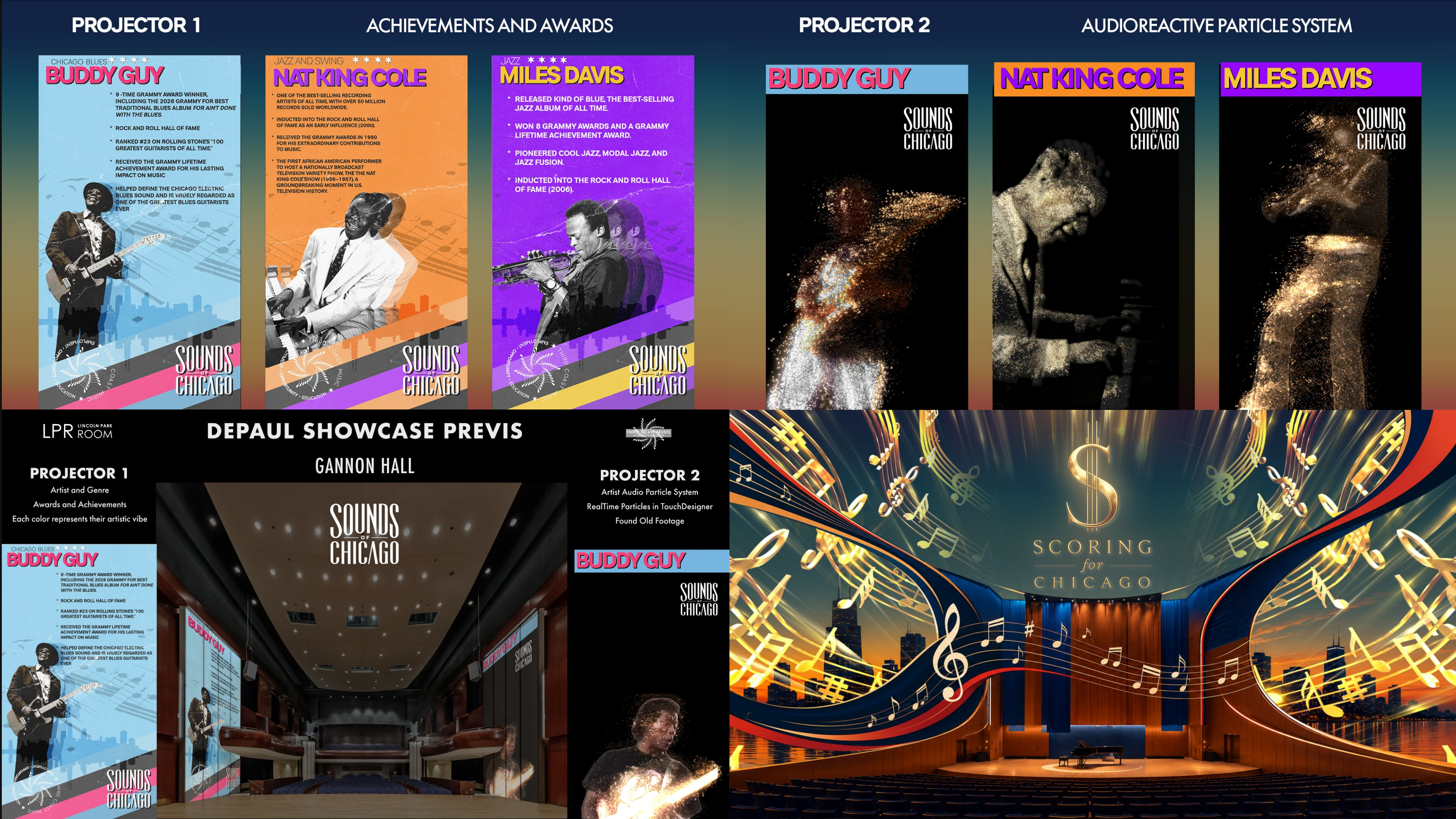
► [VIDEO / LINK HERE](#)

02

SCORING FOR CHICAGO

REAL-TIME DATA ✖ TIMECODE | SYNCED AUDIO

THIRD COAST MUSIC · TOUCHDESIGNER R&D · UNREAL ENGINE 5 · AFTER EFFECTS · 2026



For Third Coast Music’s Scoring for Chicago campaign, I developed a real-time concert hall previs supporting its initiative to bring a dedicated scoring stage and post-production facility to Chicago. Using TouchDesigner, Unreal Engine, live data, and audio-reactive visuals, I explored how the future venue could merge music, technology, education, and Chicago’s musical legacy into an immersive experience.

ROLE

Creative Director | Previs Developer | Real-Time Playback

TOOLS

TouchDesigner · Audio analysis · Real-time rendering

STAGE FIT

SCIENCE → STORY

AUDIO CREATION

INTERACTIVE PROTOTYPING

03

UNREAL CHICAGO CHAPTER

UNREAL ENGINE CHICAGO CHAPTER · BOARD MEMBER

Presented a technical session to the Chicago Unreal Engine creator community on Sequencer-based cinematic production, AI motion capture retargeting, VFX, and music-synchronized real-time workflows. As a board member, I also support programming, design, and consulting for the chapter.

One of my longstanding goals is to help educate the next generation of creatives in emerging media and technology. Through the Unreal Engine Chicago Chapter, I have the opportunity to share workflows used in professional production, introduce artists to new tools, and help make emerging technologies feel more accessible to the next generation of creators.

ROLE

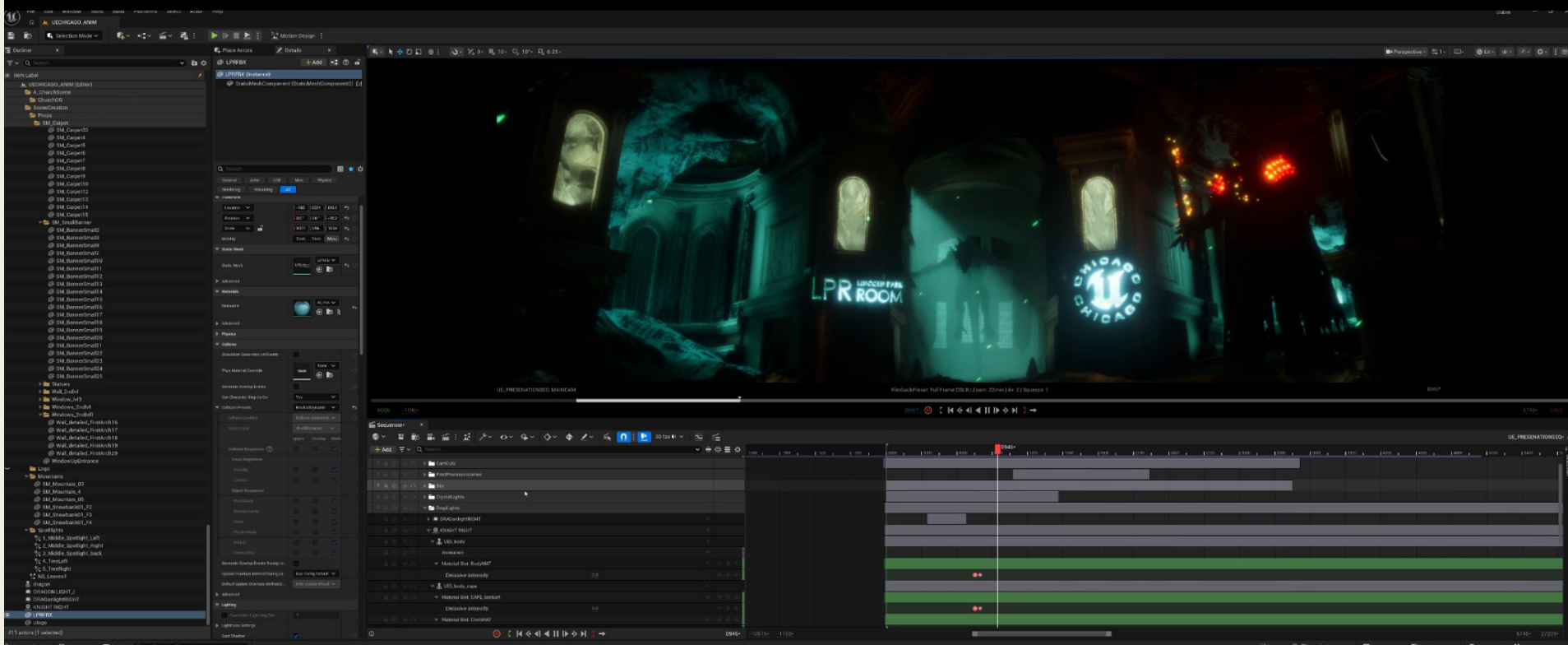
Presenter / Board Member / Design Consultant

TOOLS

Unreal Engine 5 · Sequencer · Mocap retargeting · Niagara VFX

STAGE FIT

- GAME DESIGN SOFTWARE
- TECHNICAL DOCUMENTATION
- TEACHING + ONBOARDING



04

CSUN GUEST LECTURES

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE · CINEMA & TELEVISION ARTS

CSUN

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

- PRESENTS -

GUEST SPEAKER

Brian Lowe

Multimedia Director | Storytelling | Brand Strategy | Friendship

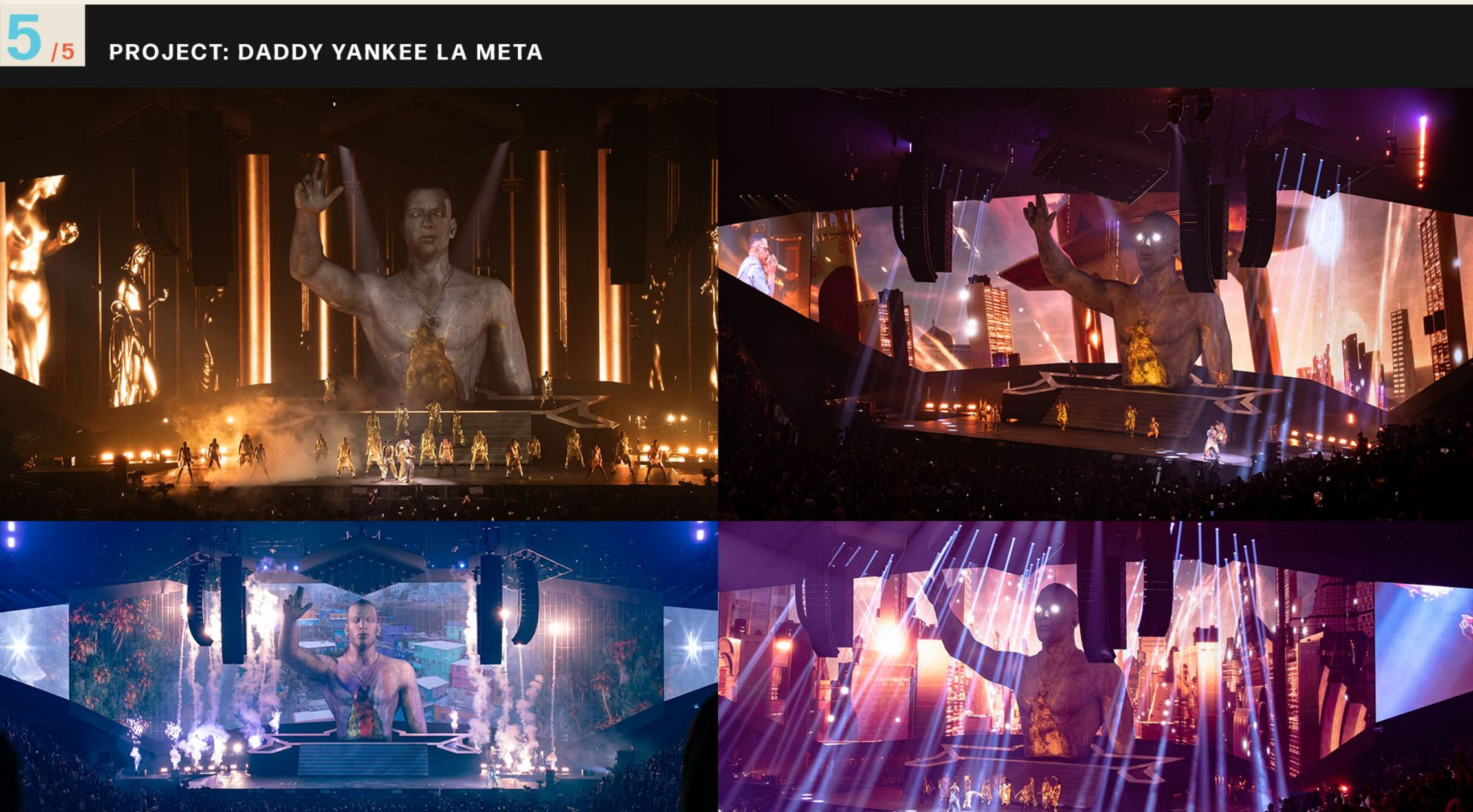
Thursday Manzanita Hall

6:00 - 8:00 pm

Video Projection Mapping
and Industry Pipelines



For three consecutive academic years, I have served as a guest lecturer in undergraduate courses including Video Projection Mapping. Lectures cover emerging media tools, production workflows, Unreal Engine applications, and creative career development, with project breakdowns from Balenciaga and major tour visuals.



5/5 PROJECT: DADDY YANKEE LA META



PROJECTION MAPPING:

90 FOOT STATUE OF DADDY YANKEE

15 LASER PROJECTORS

SOTFWARES:

DISGUISE ONE

C4D,

UNREAL ENGINE

AFTER EFFECTg

Methods: UV LIGHT TEXTURE BAKING.

ROLE
Guest Lecturer

TOOLS
Lecture decks · Live demos · Project breakdowns

STAGE FIT

STUDENT TEAMS

CLEAR COMMUNICATION

PROJECTION MAPPING

05

MARINERS CHURCH

EASTER & CHRISTMAS VISUALS

LIVE SERVICES & EVENTS | 2024 & 2025



Visual storytelling created for Mariners Church’s Easter and Christmas services. The work was designed to play reliably across large stage screens while remaining consistent with the church’s visual identity.

ROLE

Visual Designer

TOOLS

Unreal Engine · After Effects · DaVinci Resolve

STAGE FIT

A/V OPERATION

STAGE SCREENS

EVENT EXECUTION

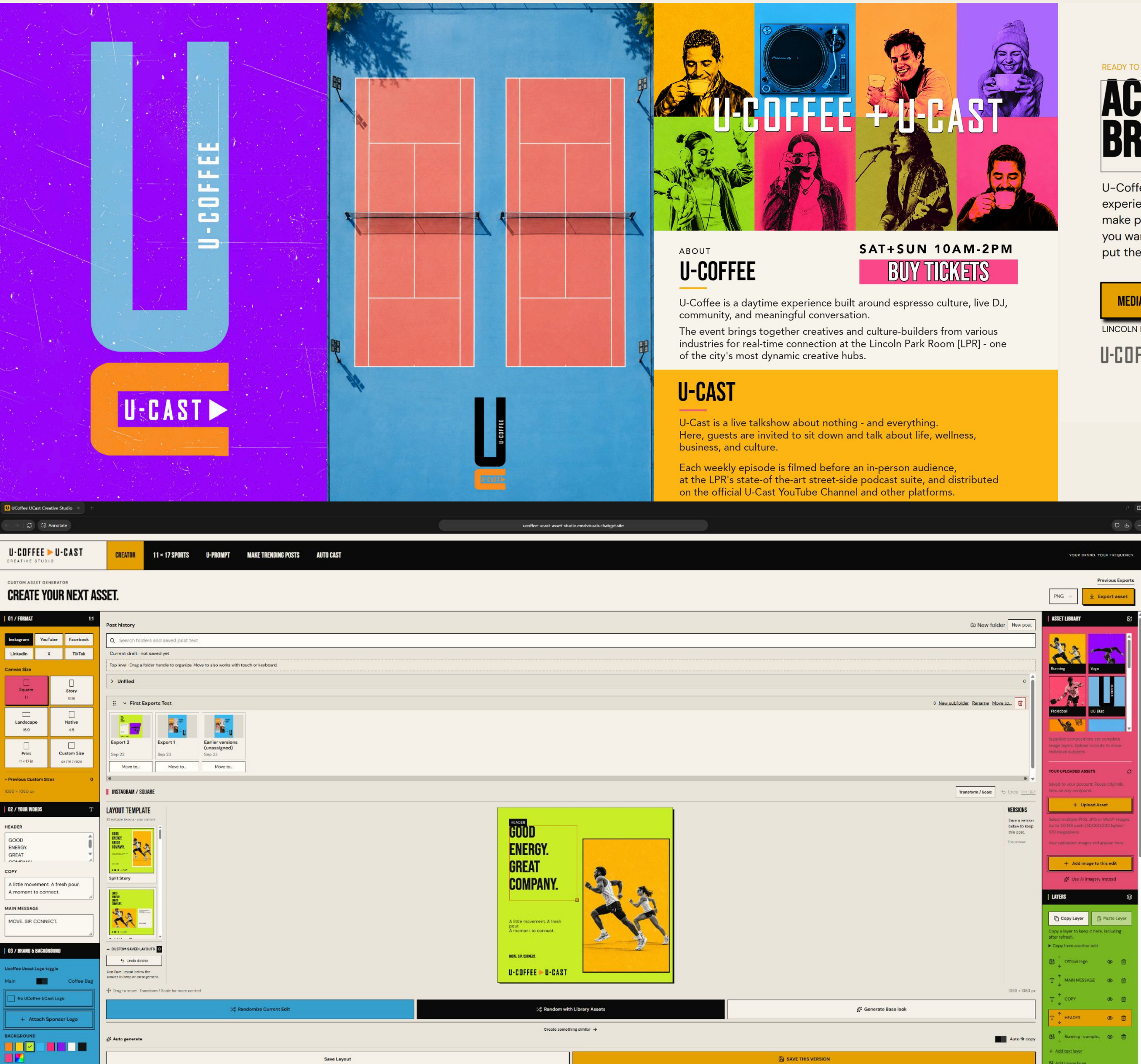
06

U-COFFEE + U-CAST

BRANDING PACKAGE

U-COFFEE ► U-CAST

LINCOLN PARK ROOM • CHICAGO • 2026



I also **developed a custom software asset generator powered by AI and Codex**, designed to maintain visual consistency while accelerating concept exploration, production, scheduling, and time to market. The system translates brand guidelines into repeatable creative workflows, allowing teams to generate and iterate on campaign assets quickly without sacrificing brand consistency.

Brand identity and activation system for U-Coffee + U-Cast, a weekend espresso bar and live talk show built around community, culture, and wellness in Lincoln Park.

My role extends across creative direction, brand activations, sponsorship development, partner presentations, and stakeholder meetings. I help shape how the brand shows up through events, conversations, visual systems, and collaborative programming, with a focus on creating experiences that bring people together around health, wellness, music, and shared interests.

ROLE
Assistant Director, Brand & Strategy

TOOLS
Illustrator • InDesign • Photoshop • Webflow

- STAGE FIT**
- EVENT PLANNING
 - WEB + SOCIAL CONTENT
 - STAKEHOLDER DECKS



THE OPPORTUNITY
CAFES ARE THE NEW MEDIA CHANNEL.

IRL EXPERIENCE A physical environment built for brand immersion — coffee, music, community.	LIVE CONTENT A weekly talkshow recorded with a Netflix-approved 5-camera setup.	DIGITAL REACH Episodes distributed on YouTube, Spotify, and more — evergreen exposure.	COMMUNITY A loyal, returning weekend audience in the heart of Lincoln Park.
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07

YMCA

VOLUNTEER & GRAPHICS

COMMUNITY VOLUNTEER | 2024 - Present

Volunteer work with California YMCA Youth & Government, supporting a program that gives students practical experience with civic engagement, leadership, public speaking, and the democratic process.

My role combines event and community support with graphic design and digital media, creating visual assets and helping students think strategically about marketing, social media, and campaign communications so their ideas are clear, engaging, and accessible to their peers.

ROLE

Volunteer / Designer

TOOLS

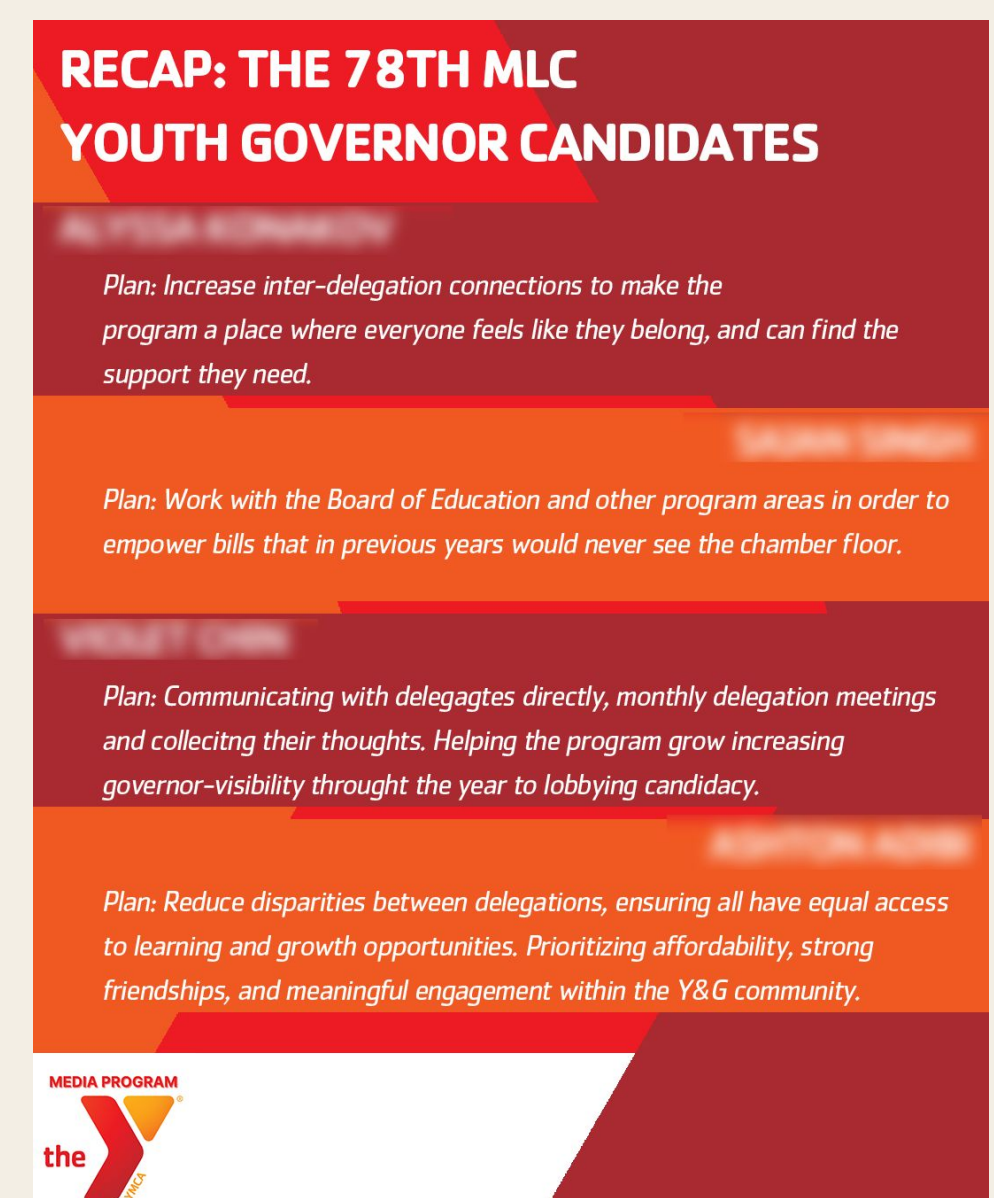
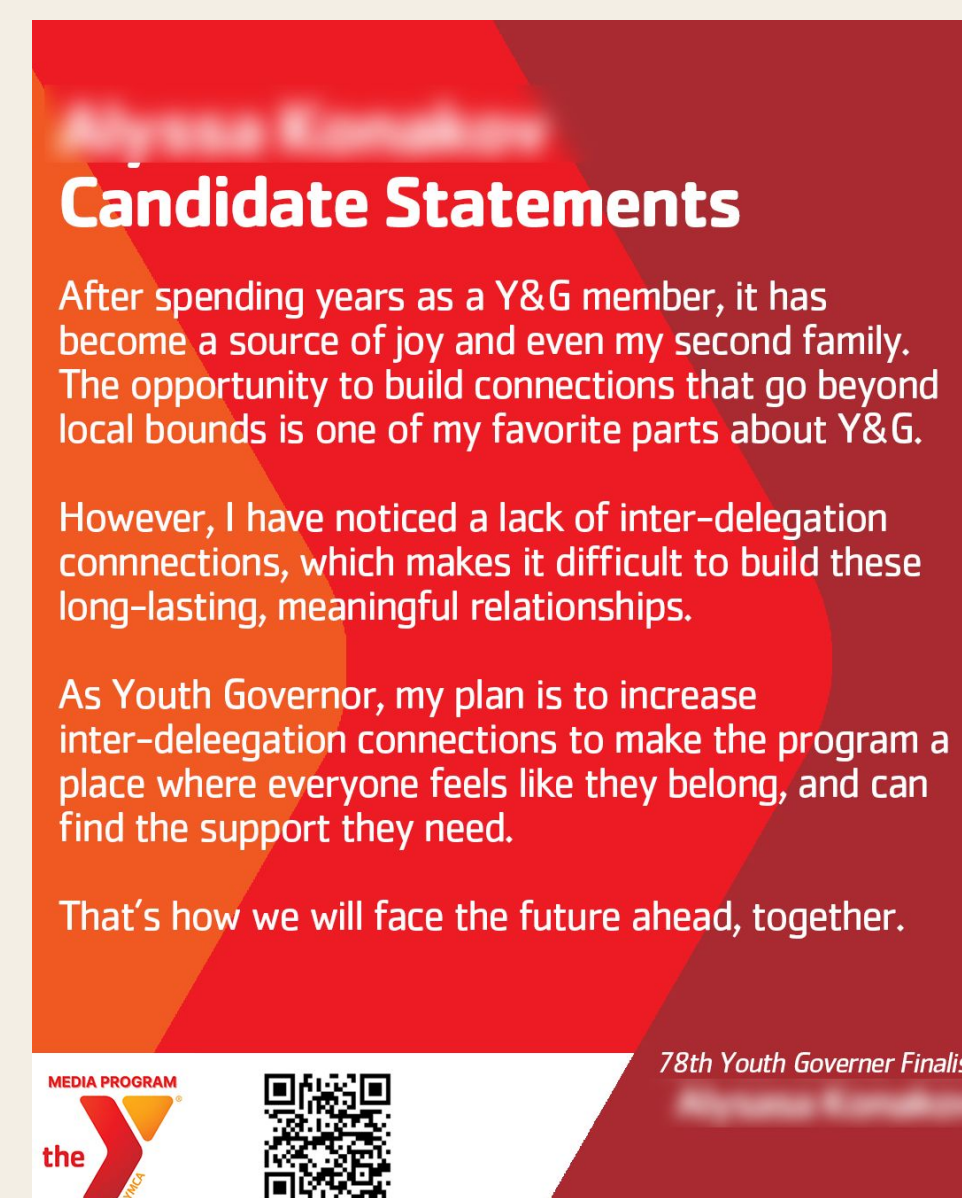
Illustrator · Photoshop · Event photography

STAGE FIT

EVENT SUPPORT

COMMUNITY OUTREACH

DOCUMENTATION

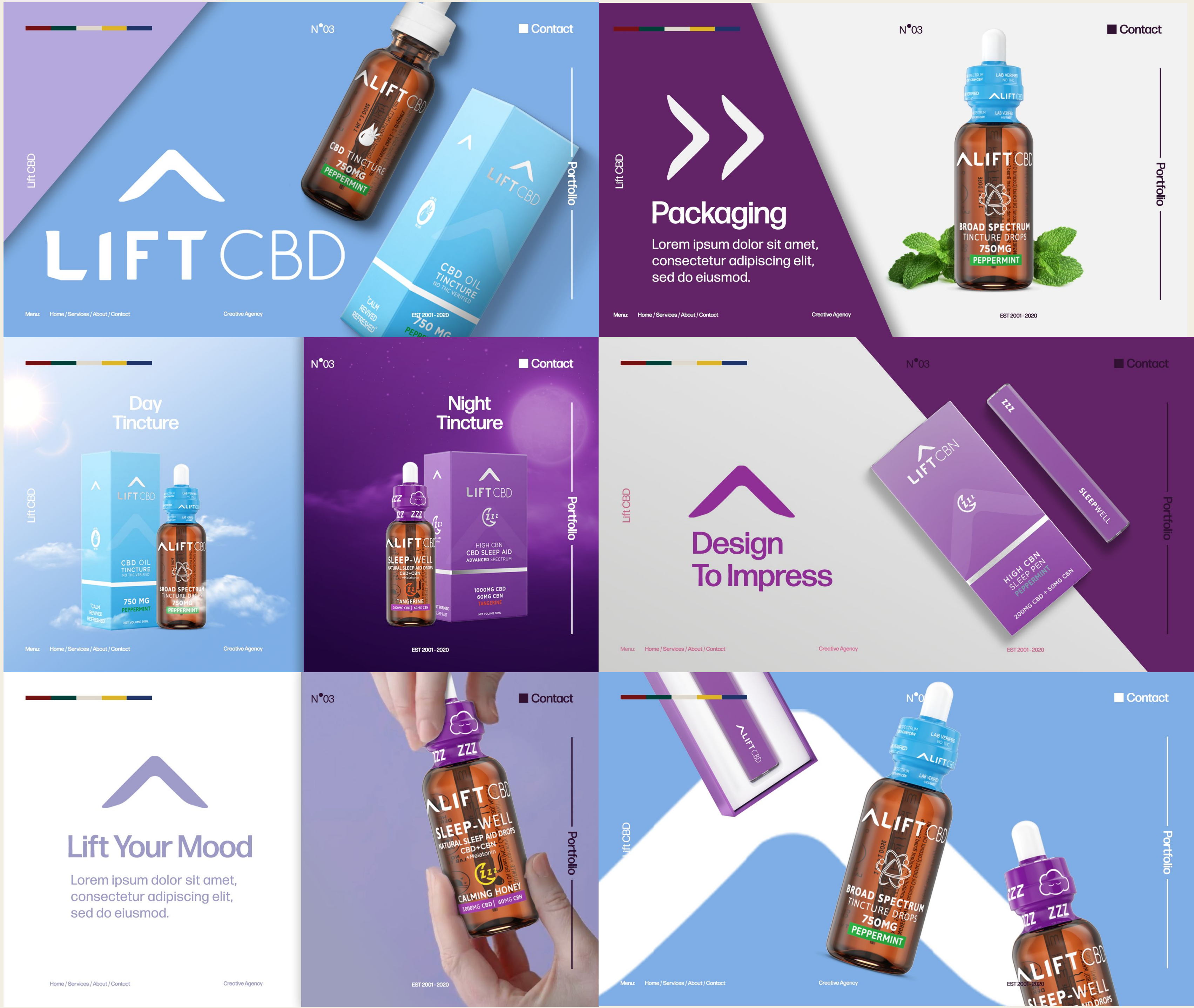


08

LIFT CBD

PACKAGING - VANQUISH DESIGN

VANQUISH DESIGN CO. • 2020 – 2021



Packaging and brand work for LIFT CBD produced at Vanquish Design Co. I created previs illustrations, logos, 3D product mockups and textures, typography layouts, and mood boards, along with print assets, web banners, video advertisements, and event graphics.

ROLE
Associate Brand Motion Designer

TOOLS
Illustrator • Photoshop • Cinema 4D • After Effects

STAGE FIT

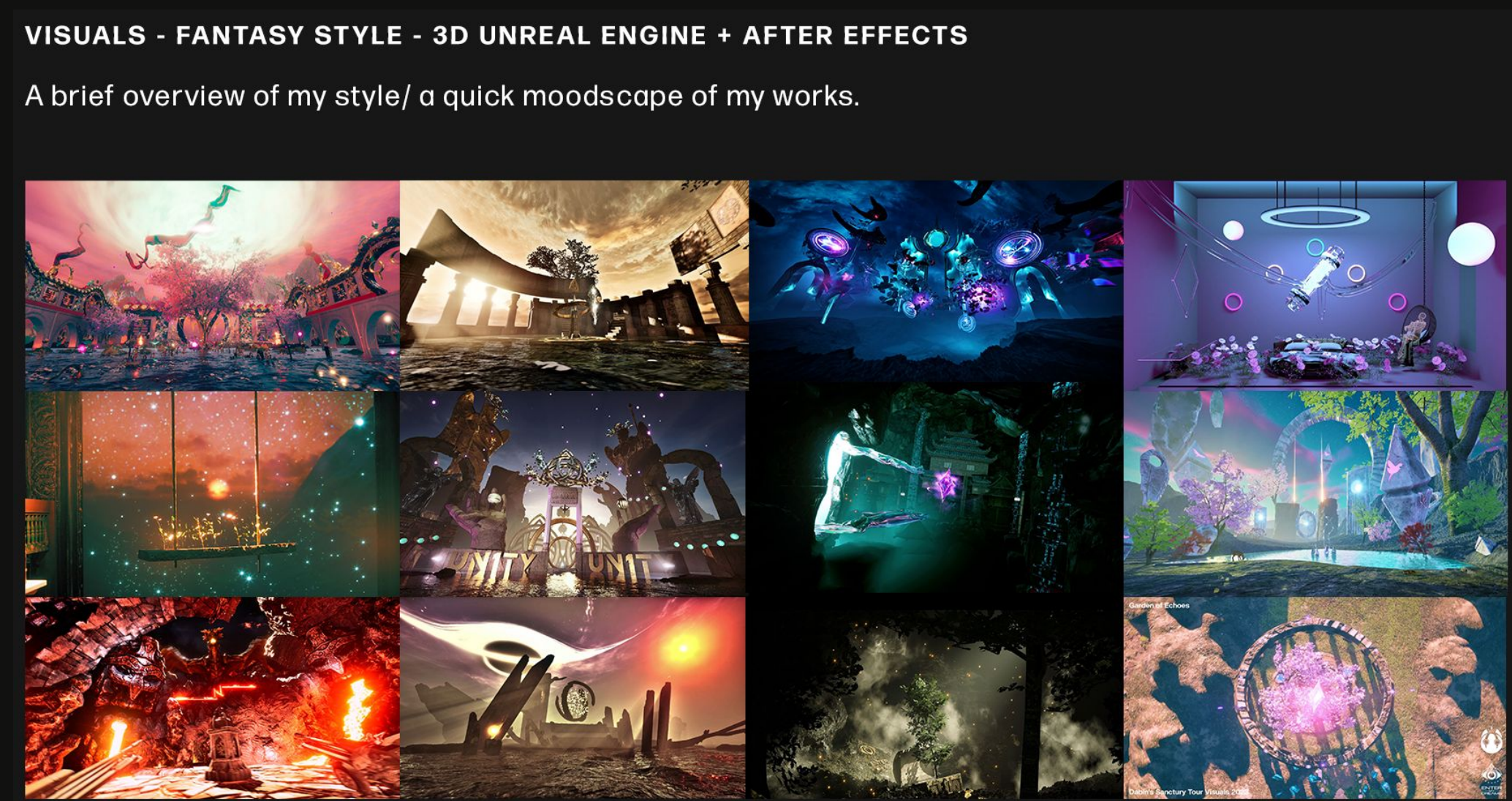
- GRAPHIC DESIGN
- 3D MOCKUPS
- PRINT PRODUCTION

“The most important thing about art is to work. Nothing else matters except sitting down every day and trying.”

Steven Pressfield, *The War of Art*

Thank you for your time.

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linkedin.com/in/brianloweart
entermydreams.com



WATCH THE REEL