Ian Lukas

Creative Producer | Concept Development & Activation

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PROFESSIONAL SUMMARY

Producer working at the intersection of concept development, new business, and production. Writes the narratives and creative frameworks behind experiences, develops original concepts for brand activations, and leads cross-departmental bidding across media, CG, and live action. Facilitates creative pitches, presents to client executives, and manages the vendors, budgets, and timelines that get projects made. Work spans brand activations, live-action and content production, gamified physical and digital experiences, and immersive media.

EXPERIENCE

Producer | Falcon's Creative Group *(March 2024 – Present)*

Orlando-based themed entertainment and immersive media studio, a division of Falcon's Beyond Global

- Wrote original narratives and scripts for 7 AR experiences, carrying the multi-million-dollar platform from proof of concept through four contracted scopes while leading game development, UX/UI, CG, and editorial teams and managing the subcontractors delivering into it.
- On proposals requiring a creative pitch or concept exercise, led the creative effort for the media team, running brainstorming sessions and packaging and pitching the resulting ideas to prospective clients.
- Led the bidding effort on 17 new business proposals within a single year, coordinating with department heads to bid out their portions of the work, converting 4 into awarded contracts with 5 additional proposals pending final approval.
- Pitched and developed the media content for the Kia Club at Kia Center, a Kia-branded premium lounge inside the Orlando Magic's arena, working with an editor, CG director, and CG generalists to produce the creative running on the space's LED displays.
- Produced live-action and content shoots averaging $150K, originating the creative approach and narrative direction, sourcing and managing production companies and crews, and running execution from pre-production through delivery, including six shoots under a single contract and captures in Los Angeles and London.
- Built the creative framework and original concepts behind a client's physical/digital gamification strategy, defining how a remote digital journey and an on-site physical experience work in tandem, then developing and presenting the concept to client executives.
- Served as primary client and vendor contact across concurrent projects, owning scopes, budgets, schedules, and contracts from award through delivery.
- Managed an Associate Producer and helped scale the interactive department from 4 to 15, defining the production and tracking requirements that let new artists and production personnel join projects and contribute immediately.
- Managed the comprehensive media bidding pipeline across creative development, CG assets, editorial, live action, and audio, establishing bidding templates and aligning department leads to accurately project hours and crew requirements.

Associate Producer | Falcon's Creative Group *(April 2023 – March 2024)*

- Delivered two contracted scopes of a multi-year client engagement, alongside live-action production, running each end-to-end across pre-production, production, and post.
- Promoted to Producer within one year.

Location Scout | Freelance *(June 2022 – July 2023)*

- On-set representative for Arsenal FC and Edward Jones commercial shoots and NBA 2K. Locations PA on Apple TV+'s Fly Me to the Moon at Kennedy Space Center.

Production Assistant | Universal Studios Florida Production Group *(June 2022 – July 2023)*

- Supported external productions including The Today Show, AEW, Karate Combat, USAA, Premier League, and BuzzFeed.
- Supported internal productions including Halloween Horror Nights 2023, The Ride Guys, and Universal Stories.

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Coordinator, Innovation & Film | Orlando Economic Partnership *(September 2021 – May 2022)*

- Primary contact for productions across the four-county Orlando region, issuing 100+ permits facilitating $20M+ in local economic impact.
- Helped launch the Orlando Tech Council and OrlandoTechHub.com.

Legislative Aide | Florida House of Representatives *(December 2020 – July 2021)*

- Researched, drafted, and tracked legislation for a State Representative.
- Produced mass communications to municipalities and managed constituent and lobbyist correspondence.

CREATIVE DEVELOPMENT

Original campaign, IP, and activation concepts developed independently, including a WebAR brand activation for Ivanhoe Park Lager House and original IP developed through world design and pitch materials. Strategy decks, narrative frameworks, and case studies at IanLukas.com.

SKILLS

Concept Development | Campaign & Content Production | Live-Action Production | Vendor & Budget Management | Client Relations | Narrative & Script Writing | Brand Activations | Cross-Disciplinary Leadership | Pitching & Presentation

EDUCATION

B.A. Communication | University of Central Florida *(May 2020)*