



RYAN GIFFIN

TECHNICAL PRODUCER · PRODUCTION LEADER

Large-Scale Events · Brand Experiences · Broadcast · Live Entertainment
Experiential Technology · Integrated Production

RIDGEFIELD, WASHINGTON

PROFESSIONAL PORTFOLIO

PROFESSIONAL PROFILE

Production leadership backed by deep technical expertise.

Senior technical producer and production leader with experience delivering multimillion-dollar corporate, experiential, brand and live-entertainment productions. My work spans planning, budgets, labor, vendors, logistics and client communication alongside technical design, broadcast/video systems, automation, LED, projection, show control, rigging coordination and scenic integration.

\$6M+

Largest personally controlled production scope

100+

Workforce ecosystems coordinated

20,000+

Corporate event attendee experience

40,000+

Stadium / festival environments

15+ yrs

Live, experiential and technical production

A-level

Video, broadcast, LED, projection & show control

CAPABILITIES

Senior production leadership with practical technical fluency.

PRODUCTION LEADERSHIP

Project planning · budget control · client communication ·
vendor management · purchasing · labor planning · logistics
· scheduling · change management

EXPERIENTIAL & TECHNICAL

Technical design · scenic integration · automation · show
control · LED · projection · media servers · custom
fabrication · rigging coordination

BROADCAST & LIVE

Video direction · technical direction · EIC · IMAG · camera
systems · robotic/PTZ · routing · fiber · playback ·
recording · intercom

INTEGRATED PRODUCTION

Lighting coordination · audio coordination · power
distribution · staging · networking implementation ·
hybrid/virtual · livestreaming

KPMG · LOS ANGELES

Large-Scale Experiential Production & Technical Leadership

\$6M+ production scope · 100+ workforce ecosystem

JW Marriott Los Angeles

Personally controlled a complex, multi-area corporate production spanning technical and experiential systems, labor, vendors, trucking, purchasing, scenic integration, schedules and live-event execution.

\$6M+

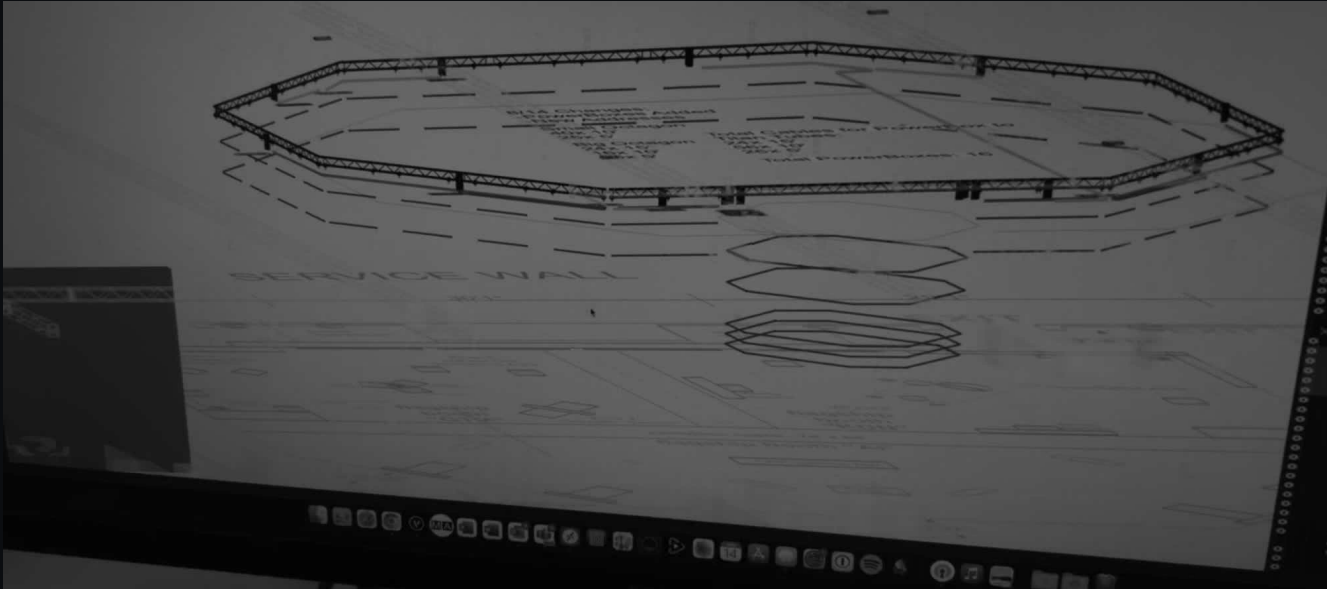
Production scope under direct control

100+

Workforce ecosystem coordinated

CHALLENGE > SOLUTION > RESULT

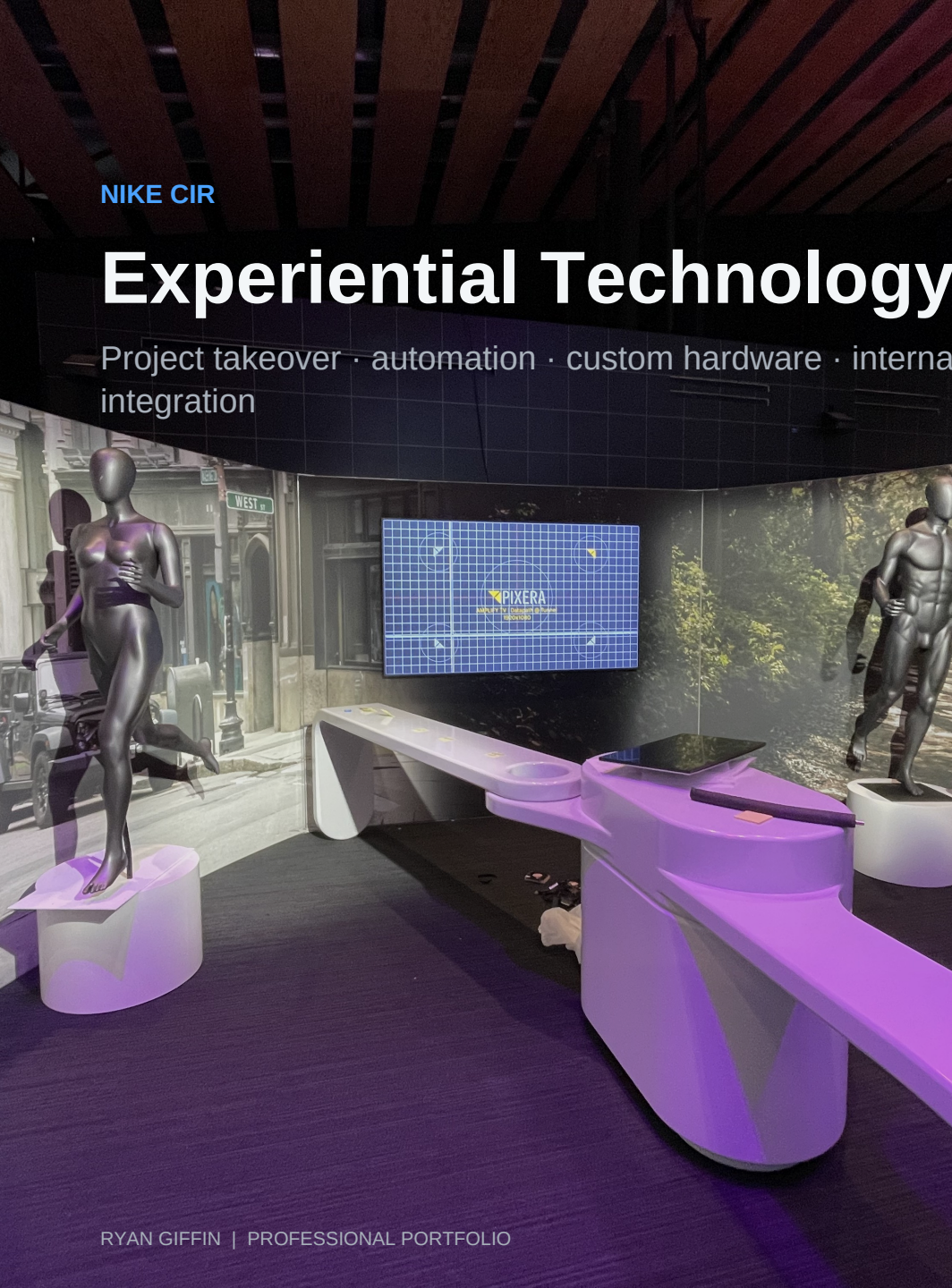
Custom experiential design and venue logistics



KPMG design planning - custom truss octagon / experiential structure

Designed the truss octagon over the main second-floor environment and coordinated custom connecting hardware because suitable off-the-shelf truss connections did not exist. The structure supported an experiential Titan Tube installation designed to appear suspended.

Venue logistics also required coordinating trucking, loading, elevators and quiet times around concurrent Emmy Awards activity in the property.



NIKE CIR

Experiential Technology, Automation & Custom Engineering

Project takeover · automation · custom hardware · international sourcing · scenic/video integration

Took over an underdeveloped project and built the technical plan, custom components, test workflow and onsite execution with much of the technical team committed elsewhere.

Several presentation zones carried different technical and lighting requirements. One incorporated a curved LED wall with content and technical cues triggered as part of the presentation sequence.

KEY ENGINEERING

Pixera-controlled rotating platform · presentation-advancer triggers · custom slip ring for continuous rotation · low-profile LED mounting hardware · custom wind-tunnel controls and measurement device

NIKE ETHOS

Large-Scale Experiential LED Integration

\$6M+ overall project · 764+ LED panels · long-duration installation

Led video and LED systems, labor and logistics while working closely with lighting and scenic teams on a large experiential installation that remained in place for more than a year.

The environment used more than 764 LED panels. The first iteration used rented LED before I negotiated the transition to purchased systems.

The room-scale view better demonstrates the installation's physical footprint, LED integration and technical complexity.



Nike Ethos · room-scale LED installation during technical setup

A NIGHT WITH ELVIS · PIER 27

Production Risk Management & Technical Leadership

Structural / rigging recovery · ~130 RF signals · robotic cameras · live direction

Identified missing structural-engineering requirements before load-in, initiated a site survey, located venue plans and coordinated engineering review. Required rigging approval was secured one day before load-in, preserving the intended production concept.

Also coordinated RF planning across approximately 130 wireless signals and integrated robotic cameras with auto-tracking into the video workflow.

Pier 27 · San Francisco waterfront event environment

NIKE WAFFLE HOUSE REBUILD

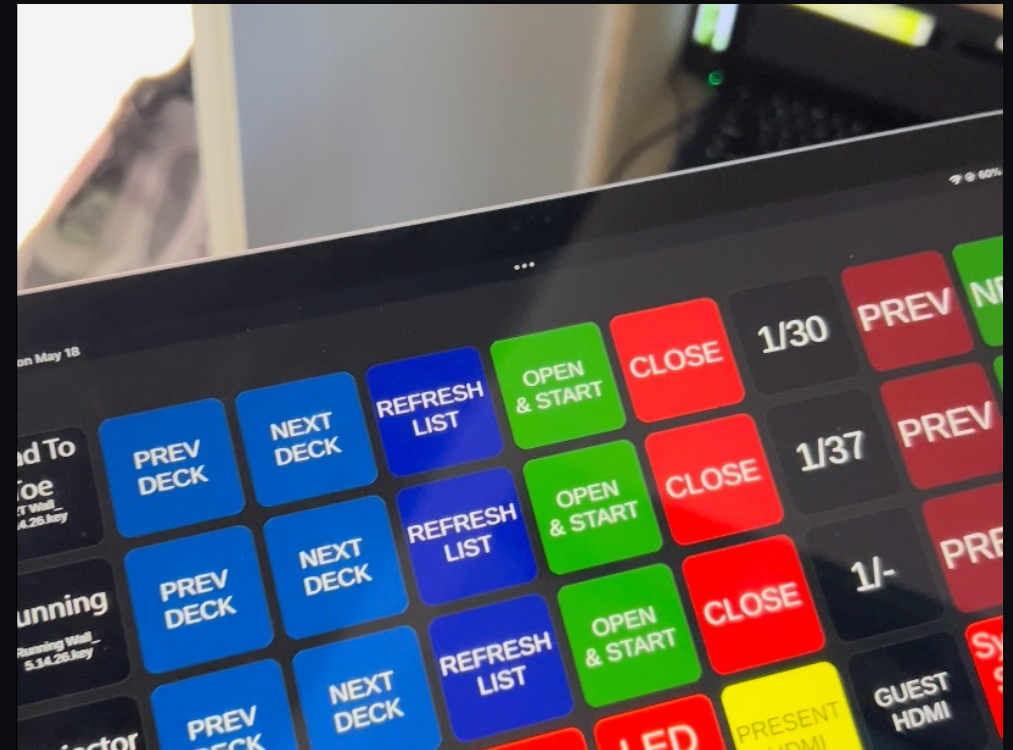
Integrated Show Control, Automation & Client-Operated AV

Automation · iPad control · Keynote workflow · MA3 node · LED processing · redundancy

Designed a custom control environment using automation software, iPads, Mac laptops and a Mac mini. The system coordinated projector, LED-wall processing, lighting through an MA3 node, audio, video and Keynote advancement.

The client could operate the environment from a single iPad interface while the automation layer handled the underlying technical functions.

A standard presentation advancer and Stream Deck provided redundant control paths.



Custom iPad show-control interface used for client operation.

WILDLANDS MUSIC FESTIVAL · BIG SKY, MONTANA

Live Entertainment, Video Leadership & Severe-Weather Response

Video EIC · LED Lead · opening-act director · playback · cameras · recording

Served as Video EIC and LED Lead for a festival headlined by Foo Fighters. Designed and led the upstage LED build, programmed LED systems, managed playback and carried camera/recording responsibilities for acts other than the Foo Fighters touring production.

Severe lightning and rain storms damaged equipment and forced rapid substitutions and logistics changes. I repaired or swapped affected gear and adjusted the technical plan to keep the show moving.

Wildlands Music Festival · Big Sky, Montana

SELECTED BRAND & CORPORATE WORK

Selected Projects

A cross-section of brand, corporate and experiential production.



Columbia Sportswear

800 LED panels · \$1.7M equipment package
· QC · first deployment · curved LED



Nike CIR / Innovation

Custom hardware · automation ·
successful installation later rebuilt in
Nike Innovation



Nike Pegasus 41 · Chicago

Eight-floor programmed lighting ·
volumetric LED · treadmill sensing ·
custom fabrication · integrated
automation



John Legend · Chateau Ste. Michelle

Video EIC · overall production lead ·
LED · video · power · multidisciplinary
coordination

SELECTED PROJECTS & CREDITS

Additional Brand, Corporate & Experiential Work

Selected projects spanning technical production, integrated AV and live experiences.

Nike Pegasus 41 · Chicago

Building-wide lighting programming · experiential retail · volumetric LED · sensor-triggered sequence

Nike All Stars · Alameda

Video control-room leadership · directing · LED redesign · rigging coordination

Nike · Kobe Bryant Event

EIC · 60-foot curved LED wall · media servers · Barco E2 · integrated AV design

Nike ACG Relaunch

Ultra-wide projection · media servers · E2 · automation · integrated video/audio/lighting

Boeing Executive Event

Program management · two-floor LED planning · staging · labor · recording

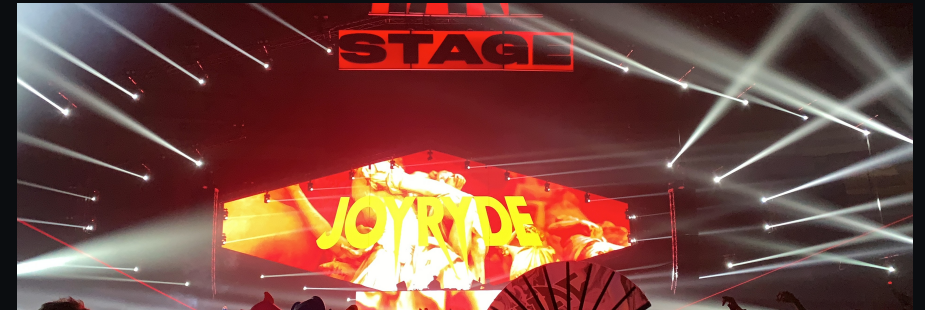
North Pole Nonprofit Event

Logistics · labor · show calling · audio/video/lighting planning

LIVE ENTERTAINMENT & FESTIVAL PRODUCTION

EIC · Directing · LED · Cameras · Playback

Selected production environments demonstrating large-format LED, show control and live-event scale.



Selected credits Wildlands · Rock the Locks · Diana Ross · Blondie · John Legend · Bite of Seattle

TECHNICAL DESIGN & INNOVATION

Technical Design & Innovation

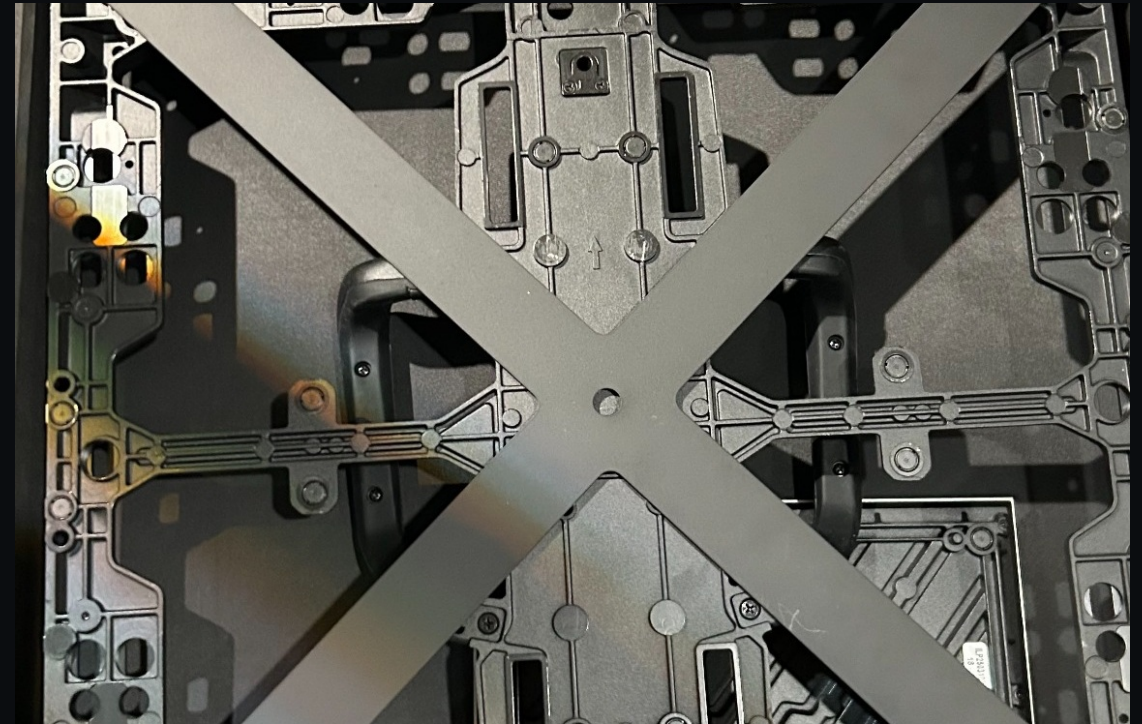
From custom hardware to prototype environments.

CUSTOM UNIVERSAL LED MOUNTING BRACKET

Designed a custom low-profile mounting solution compatible with both Nike-owned LED panels and Satis&Fy flat LED systems. The hardware moved from initial concept through fabrication, deployment and later reuse in Nike installations.

DESIGN STORY

Concept > fabricated hardware > CIR deployment > reuse in Nike Innovation



Ryan-designed universal LED mounting bracket shown installed on an LED panel.

R&D, PROTOTYPING & SYSTEMS THINKING

Testing concepts before production commitment

Prototype work used to evaluate technical and experiential ideas before deployment.

Nike modular cube R&D

Modular system concept for quickly exchanging scenic elements or LED panels.

Printed-graphic LED prototype

Manufacturer test of graphics printed directly on LED panel surfaces with imagery visible through the print.

Immersive tube LED + audio prototype

Satis&Fy warehouse concept test for a potential immersive installation; client ultimately did not deploy it.

Custom Satis&Fy video rack

Purpose-built rack demonstrating hands-on systems design, integration and internal cabling/processing.

HOW I LEAD

Production leadership grounded in technical reality.

PLAN

Schedules, labor/logistics plans, budgets, technical design, vendor scopes and documentation.

DECIDE

Independent authority within assigned scope for vendor selection, purchasing, staffing and budget decisions.

COMMUNICATE

Client meetings, status reporting, expectations, issue resolution, change orders and follow-through.

EXECUTE

Translate creative intent into buildable systems, coordinate crews and vendors, then lead through live execution.

RYAN GIFFIN

**Production leadership. Technical depth.
Practical solutions.**

Ridgefield, Washington

rgiffin1985@gmail.com

(360) 468-1003

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