Ian Lukas

Creative Producer | Concept to Activation

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PROFESSIONAL SUMMARY

Creative producer who comes up with ideas, runs point with the client, and produces them all the way through delivery. Writes the stories behind experiences, pitches original ideas, and manages the teams, budgets, and timelines to get them made. Leads cross-departmental bidding across media, CG, and live action and presents to client executives. Work spans live-action and content production, gamified physical and digital experiences, and immersive media.

EXPERIENCE

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

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

- Produced the live-action shoot for an AR platform's proof of concept, then stepped in as the interactive team's producer to deliver it. Lead producer as the platform grew through four contracted scopes, including seven AR experiences built around major IPs.
- Came up with the concepts and wrote the scripts for all seven experiences, produced the shoots and directed one, and led production efforts, working with the game development, UX/UI, CG, and editorial departments and outside subcontractors and running point with the client through every delivery.
- Kia Club at Kia Center, a Kia-branded premium lounge inside the Orlando Magic's arena: led creative concepting and project management for two seasons of LED wall content. Built and pitched the decks, ran point with the client (Kia's agency, Innocean), coordinated across the agency and Magic teams, and helped install the content on site.
- Built the gamification strategy for a client's hybrid platform, keeping people engaged whether they play at home or in person: the system principles and the original creative concepts behind them. Presented it to the client's executives and ran weekly updates with their team.
- Primary client and vendor contact across concurrent projects, owning scopes, budgets, schedules, and contracts from award through delivery.
- Led the bidding on 17 new business proposals in 2026, working with department leads to scope and cost every piece of the work, and built a studio overview and capabilities deck for the media team to pull from on every pitch.
- When a proposal needed a creative pitch, pulled together a small room of the right people, helped shape the idea, then packaged and pitched it to prospective clients.
- Produced live-action and content shoots, including six under a single contract, with captures in Orlando, Los Angeles, and London. Originated the creative approach, sourced and managed production companies and crews, and ran each shoot from pre-production through delivery.
- Managed an Associate Producer, and worked with our production supervisor to build an interactive pipeline in Flow Production Tracking, groundwork that helped the interactive department grow from 4 to 15 people.

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

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

Location Scout | Freelance *(June 2022 to 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 to 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 to May 2022)*

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

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

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

CREATIVE DEVELOPMENT

Independent campaign, IP, and activation concepts, including a WebAR activation for Ivanhoe Park Lager House, a spec Nike campaign (Historic Heat), and four original series, three co-created with a writing partner. Case studies and decks at IanLukas.com.

SKILLS

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

EDUCATION

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