

Jared D. Wells

Creative Director | Show Writer | Experience Designer

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jdwestories.com

Education

[Ball State University | 2018](#)

B.S. in Narrative Brand Promotions

Minor in Telecommunications

Graduate of Honors College

Proficiencies

Design Narratives & Treatments

Scripting & Dialogue

Blue Sky & Concept Development

Worldbuilding

Historical & Cultural Research

Presentations & Pitching

Programs: *Adobe Creative Suite*,

Microsoft Office, *Mac Software*

Selected Projects

[Momentous: Party in the Night Sky!](#)

[Disney Villains: Unfairly Ever After](#)

[Once Upon a Wish Party \('23 & '25\)](#)

[Blaze Your Path: A Star Wars Adv.](#)

[The Great Florida Road Trip](#)

[MORPH'D - The FL. Aquarium](#)

Writing & Creative Direction Experience

[Show Writer/Director - Disney Live Entertainment - Orlando, FL](#)

June 2023 - Present

- Conceptualize and script live entertainment including stage shows, events, parades, nighttime spectaculars, character experiences, and atmospheric activations for Disney parks, cruise lines, and media specials worldwide.
- Provide creative vision and direction to actors, voice talent, music producers, and tech crews to mount immersive theatrical experiences.
- Participate in blue sky ideation of new offerings.

[Senior Writer & Creative Lead - IDEAS - Orlando, FL](#)

Jan. 2021 - Oct. 2024

- Led conceptual story development of immersive experiences for themed entertainment, live event, government, and corporate clients.
- Served as principal writer and vision-keeper of concept narratives, creative guides, character bibles, and scripts.
- Worked to align original and legacy IPs with business and creative goals.
- Collaborated with creative directors and project managers to adapt concepts to budget through schematic design and design development.

[Show Writer & Experience Designer - IDEAS - Orlando, FL](#)

Oct. 2018 - Jan. 2021

- Wrote concept narratives and script treatments for branded experiences, themed attractions, live entertainment, and media productions.
- Drove development of backstory, character sets, and worldbuilding for themed entertainment projects.
- Created SEO and social media content for destination-based clients.
- Participated in early blue sky sessions with client leadership.
- Developed new story-driven social media service to offer clients.

[Show Writer - Zeitgeist Design & Production - Altadena, CA](#)

July 2019 - Dec. 2019 (Contract)

- Wrote ride concept narratives for multi-million dollar Asia-based theme park project.
- Adapted Asian folklore into modern, universally entertaining story arcs.
- Developed attraction character sets and advised art direction.
- Created high-level show scene layout for ride & show facilities.