

CREATIVE CONSULTANT

**TAYLOR A. BAIRD**

WWW.TAYLORABAIRD.COM

## CREATIVE DUE DILIGENCE | FRACTIONAL CREATIVE DIRECTION | STRATEGIC ADVISORY

I help developers, operators, and ownership groups reduce creative risk and strengthen guest-facing investments across themed entertainment, attractions, resorts, cruise destinations, and immersive retail environments.

With experience spanning major destination brands, global resorts, attraction development, and experiential retail, I bridge concept vision with operational reality, ensuring projects deliver both emotional impact and long-term business value.

I specialize in identifying creative risk early, aligning leadership around stronger decisions, and protecting investment before expensive mistakes are made.

Based in Florida | Available for Select Travel | Open to International Consulting

### CORE ADVISORY SERVICES

#### CREATIVE DUE DILIGENCE

Evaluate attraction concepts, guest experience strategy, and experiential investments before major decisions are made.

- ◇ Attraction Concept Reviews
- ◇ Experience Audits
- ◇ Guest Expectation Risk Analysis
- ◇ Competitive Positioning Review
- ◇ Budget-to-Wow Ratio Evaluation
- ◇ Executive Creative Risk Summaries

#### FRACTIONAL CREATIVE DIRECTION

Strategic creative leadership for projects that need senior-level guidance without a full-time executive hire.

- ◇ Design Alignment
- ◇ Vendor & Consultant Oversight
- ◇ Story + Guest Experience Development
- ◇ Leadership Alignment Workshops
- ◇ Concept Package Direction

#### ART DIRECTION + STRATEGIC ADVISORY

Support for high-value concept development, executive presentations, and investor-facing creative strategy.

- ◇ Executive Design Intensives
- ◇ Investor Pitch Support
- ◇ Creative Workshop Facilitation
- ◇ Strategic Story Development
- ◇ Concept Design Oversight

# TAYLOR A. BAIRD

## SELECTED EXPERIENCE



Carnival



UNITED PARKS  
& RESORTS



Experience across global destination projects including theme parks, resorts, attractions, immersive retail, and guest-facing environments ranging from large-scale international developments to high-impact boutique experiences.

## CASE STUDY SNAPSHOT

### Re-framing a Stalled Concept into Executive Alignment

Brought into a struggling destination project where client alignment had broken down and concept development had stalled, I led a focused design charrette to reconnect creative vision, operational expectations, and stakeholder confidence.

By translating client priorities into a clearer guest-facing strategy and guiding the team toward a stronger concept framework, we repositioned the project from internal friction to executive excitement, ultimately leading the concept package through successful completion.

The result was stronger client trust, clearer design direction, and a concept package that regained momentum and approval.

## AVAILABLE FOR STRATEGIC PROJECT PARTNERSHIPS

### Re-framing a Stalled Concept into Executive Alignment

Selective consulting engagements for developers, operators, resorts, attraction groups, and ownership teams seeking stronger creative decisions before major capital is committed.

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