



# MAAMOUN TOBBO

Spatial Art Director | Senior Experiential Designer  
Brooklyn NY | +19174121240 |  
maamountobbo@gmail.com |  
www.maamountobbo.com

## PROFESSIONAL SUMMARY

Spatial Art Director and Senior Experiential Designer with 9+ years of experience leading the design and execution of immersive environments for brands, cultural institutions, live events, and film. Trained in architecture and stage design, I translate concepts into fully realized spatial experiences through floor plans, elevations, 3D models, renderings, build drawings, material direction, and onsite art direction. My work spans luxury retail, museum installations, large-scale public events, and narrative production, combining strong creative vision with technical rigor and operational oversight. I collaborate closely with internal creative teams, vendors, fabricators, scenic partners, and clients to ensure every detail aligns with project goals, brand intent, and audience experience. Known for guiding projects from concept through fabrication and installation, I bring a systems-driven approach to spatial storytelling, team leadership, and high-impact execution.

## CORE COMPETENCIES:

Mood Boards | Concept Decks | Floor Plans | Elevations | 3D Models | Renderings | Build Drawings | Construction Details | Material Boards | Finish Schedules | Install Plans | Field Coordination Documentation.

## SOFTWARE

AutoCAD | Rhino | SketchUp | Vectorworks | V-Ray | Enscape | Adobe Creative Suite | Photoshop | Illustrator | Figma | Miro

## DESIGN & BUILD DELIVERABLES

Mood Boards | Concept Decks | Floor Plans | Elevations | 3D Models | Renderings | Build Drawings | Construction Details | Material Boards | Finish Schedules | Install Plans | Field Coordination Documentation

## PROFESSIONAL EXPERIENCE

---

### 2025 – Current **Rolling Studios - Production Designer | Art Department Lead**

- Led production design for feature films and large-scale narrative campaigns, translating concepts into immersive spatial environments from development through fabrication and on-set execution.
- Partnered closely with writers and directors to shape spatial narrative logic, balancing creative ambition with technical, financial, and logistical constraints.
- Directed cross-functional art department teams (4–8 designers, draftsmen, and fabricators), produced full drafting packets, construction details, and visualization decks, managing budgets, build schedules, and vendor coordination under accelerated timelines.
- Supervised fabrication shops and on-site installation, ensuring material precision, scenic integrity, and cohesive art direction through final delivery and shoot days.

### 2024 – 2025 **Ralph Lauren - Architectural Design Manager**

- Produced design development and production handoff packages including plans, elevations, details, finish callouts, and installation notes, coordinating with vendors and regional teams to maintain alignment with brand standards through execution.
- Managed multiple projects simultaneously, overseeing budgets, finish selections, and material approvals while maintaining design integrity within commercial constraints.
- Led retail renovation and new-store design projects, including multi-location developments across South America, translating brand standards into build-ready architectural environments.
- Collaborated across internal teams to align architectural execution with brand identity, ensuring spatial consistency, craftsmanship, and elevated retail experience.

## IMMERSIVE & CULTURAL PROJECTS

---

### 2025 **Little Island - Summer Legacy Ball**

Designed a 500-seat immersive event environment (\$110K production) integrating scenography, audience flow, and brand storytelling. Led coordination with in-house fabrication teams and union crews, delivering a temporary large-scale build under live-event timelines.

### 2024 **The Metropolitan Museum of Art - Westerly Breath**

Conceived and executed an immersive performance environment within the Temple of Dendur, integrating stage architecture and projection systems within strict museum conservation guidelines. Coordinated across artistic leadership, scenic builders, and installation teams to balance historical preservation with contemporary spatial intervention.

### 2024 **HERE Arts Center - Priestess of Twerk - Irondale Theatre**

Designed a fully immersive, audience-responsive environment where ticket selection determined spatial journey and experiential narrative. Directed stage architecture, visual identity, and environmental storytelling from digital interface to physical installation, collaborating with engineers, scenic painters, and web developers across a month-long public run (300+ audience).

### 2018 - 2023 **OFF-BROADWAY PRODUCTIONS - Scenic & Spatial Design**

Designed union-scale performance environments incorporating automation, scenic transitions, and immersive staging systems. Oversaw structural builds, material specifications, and live performance logistics under accelerated production cycles.

#### **Selected credits:**

2023: - Merely Players **Baruch Performing Arts Center**

- Gianni Schicchi/Buson's ghost: **Montclair University**

- Love of Three Oranges: **Friends Seminary**

- Glimpse: **Rattlestick Theater**

- Red Velvet: **Jack Crystal Theatre**

- Pomada in: **Walker theatre**

2022 - **My name is Tomas Cane** (award-winning)

- **Gabriella** (award nominee)

- **Brine** (award-winning)

- **Kalash** (award-winning)

## ARCHITECTURAL & TECHNICAL FOUNDATION

---

### 2018 – 2020 **NYU Tisch: Design Teaching Assistant / Assistant Technical Director**

Supported scenic engineering, technical direction, and construction oversight within graduate-level production environments.

### 2016 – 2017 **109 Architects: Architectural Designer**

Developed residential and museum concept design through construction documentation and execution detailing.

### 2012 – 2015 **1% Architecture: Project Manager**

Led residential concept design and coordinated consultants through technical documentation and delivery.

## EDUCATION

---

2017 - 2020 MFA, Design for Stage and Film

**New York University, Tisch School of the Arts**

2008 - 2014 MA, Advanced Architecture

**Lebanese Academy of Fine Arts (ALBA)**

## SELECTED HONORS & RECOGNITION

---

### 2024 **Yale innovation summit: Vessel Startup**

Innovative structural and experiential design research.

### 2023 -2021 **NYFA awards**

IAP fellowship and recipient of competitive New York Foundation for the Arts grant supporting spatial and immersive work.

### 2016 **Holcim Foundation Award**

Nikon Square Architecture Project: Recognized for sustainable architectural concept development.

### 2015 **ALBA sustainability Award**

Eco Village Architecture Project: Awarded for environmentally integrated architectural proposal.