



STACY BARTON

story strategist / immersive designer / scriptwriter / author

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I love a good story—hearing it, seeing it, shaping it, sharing it—how it comes to life with an audience. I thrive in all forms of collaboration and am known for my audience-centric approach to experience design, narrative development, and scriptwriting. For the past 20 years I've specialized in story development for themed experiences with major projects for Disney, SeaWorld, and many others. I'm also the award-winning author of books, plays, short films, and poetry.

PARTIAL CLIENT LIST 2000-PRESENT

- Walt Disney Company
 - Walt Disney Imagineering
 - Walt Disney World
 - Disney Cruise Lines
 - Disneyland Paris
 - Disneyland Resort
 - Disney Event Group
- Ringling Bros. Barnum & Bailey Circus
- Feld Entertainment
- Bollywood Parks Dubai
- Shanghai Haichang Ocean Park
- SeaWorld Parks & Entertainment
 - Orlando
 - San Diego
 - San Antonio
 - Busch Gardens
- BRC Imagination Arts
- The Hetteema Group
- Magic Makers Group
- Designers Creative Studio
- Astrid Entertainment

SAMPLE WORK

Whether I'm developing an immersive experience, an attraction, a venue, a theme park, a stage show, or a spectacle, I deliver excellent quality with a fast turn-around. As a career contractor, I have a feel for industry trends and am comfortable adapting to diverse teams. I'm known for my easy laugh, collaborative spirit, and boundless creativity.

IMMERSIVE EXPERIENCES

Multimillion dollar “pop-ups” at Walt Disney World:

- *Room for One More* (Haunted Mansion)
- *Club Evil* (Disney Villains)
- *Stone of Stones: Escape Room* (Agents of Shield)
- *Falling Into Wonderland* (Alice in Wonderland)
- *Jolly Holiday with Mary* (Mary Poppins)
- *Monsters In Training* (Monsters Inc.)

ATTRACTIONS

- *Flying Theater* (NDA) (The Hetteema Group)
- *Boat Ride* (NDA) (The Hetteema Group)
- *Immersive Attraction* (NDA) (BRC Imagination Arts)
- *Legend of Luna* (BRC Imagination Arts)
- *The American Dream* (Magic Makers Group)
- *Boo the Halloween Tree* (Disney Cruise Line)
- *Disney Junior Dream Factory* (Disneyland Paris)
- *New Arabian Nights* (Riva Creative, Bollywood Parks Dubai)
- *Jadoo* (Riva Creative, Bollywood Parks Dubai)
- *Soundscape* (DreamVision)
- *Adventurer's Club, Pleasure Island* (Walt Disney Imagineering)
- *Comedy Warehouse, Pleasure Island* (Walt Disney Imagineering)

SPECTACLES

- *Mickey's Jammin' Jungle Parade* (Disneyland Paris)
- *Sea Magic* (Shanghai Haichang Ocean Park)
- *Illuscination* (Ringling Bros. and Barnum & Bailey Circus)
- *Celebrate You!* (Walt Disney World)
- *How the West Was Fun* (Walt Disney World)
- *Dream, Wish, Believe!* (Walt Disney World)

BOOKS

- *Lily Harp: Novella & Stories*
- *Like Summer Grass*
- *Surviving Nashville: Short Stories*
- *Babba and I Went Hunting Today*
- *The Family Who Saved Christmas*
- *The Magic Snowflake*
- *Auntie Jingle's Merry Christmas to All*
- *Santa and the Royal Magic*

SHOWS

- *Disney Junior Dream Factory* (Disneyland Paris)
- *Generation Nature: Live!* (SeaWorld)
- *Killer Whales Up Close* (SeaWorld San Diego)
- *The Music of Disney: Live on Stage!* (Walt Disney World)
- *Forest of Enchantment* (Disneyland Paris)
- *Hoist the Sail With Jack Sparrow* (Disneyland Paris)
- *Santa's Workshop* (Walt Disney World)
- *Fairytale Players* (Disney Cruise Line)
- *A Child's Christmas in Wales* (Mad Cow Theatre)
- *Dear Father Christmas* (Mad Cow Theatre)

ANIMATION

- *Legend of Luna* (BRC Imagination Arts)
- *Star Wars AR Rebel Mission* (Walt Disney World)
- *Video Game* (NDA) (Astrid Entertainment)
- *Jambo Amigos!* (Lampstand Productions)
- *Christmas in Hollyville* (P2P)

PUBLIC SPEAKING

- *Storytelling for Themed Entertainment* (Disneyland Paris)
- *Story for Immersive Experiences* (Disney Event Group)
- *How to Tell a Story in a Theme Park* (Creative Academy)
- *Industry Speaks* (Full Sail University)
- *The Elements of Story* (Disney Institute)
- *Writers Sidestepping the Adjunct Trap* (AWP Panelist)
- *From the Stage to the Page* (F. Scott Fitzgerald Literary Conference)

REFERENCES

- Theron Skees, former Portfolio Executive, Walt Disney Imagineering: theron@designerscreativestudio.com
- Wendy Ruth, Creative Director, Disney Live Entertainment, Walt Disney Imagineering wendy.ruth@disney.com
- Mark Huffman, Creative Director, Disney Live Entertainment, Walt Disney World mark.huffman@disney.com
- Denise Case, Creative Director, Disney Cruise Lines denise.p.case@disney.com
- Dennis Wirzman, former Corporate VP Entertainment SeaWorld Parks dwirzman@bellsouth.net