



STACY BARTON

Story Strategist. Experience Designer. Scriptwriter. Author

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 23 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
- Bollywood Parks Dubai
- SeaWorld Parks & Entertainment
- Big Lab, NEON Global
- Shanghai Haichang Ocean Park
- BRC Imagination Arts
- The Hetteema Group
- Magic Makers Group
- Designers Creative Studio
- Astrid Entertainment

SAMPLE WORK

Whether I'm developing an immersive experience, writing the script for a stage show, creating the story of a spectacle, or the creative concept for an attraction, venue, or theme park, 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. And I always put the audience first.

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.)
- *Ticketed Resort Experience* (NDA NEON Global)
- *Brand Experience* (NDA BRC Imagination Arts)
- *Museum Experience* (NDA Magic Makers Group)
- *Museum Experience* (NDA BRC Imagination Arts)

ATTRACTIONS

- *Flying Theater* (NDA The Hetteema Group)
- *Boat Ride* (NDA The Hetteema Group)
- *Legend of Luna* (BRC Imagination Arts)
- *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)
- *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)
- *Illucination* (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

- *Stage Musical* (NDA Walt Disney Imagineering)
- *Fairytale Players* (Disney Cruise Line)
- *Disney Junior Dream Factory* (Disneyland Paris)
- *Forest of Enchantment* (Disneyland Paris)
- *Hoist the Sail With Jack Sparrow* (Disneyland Paris)
- *The Music of Disney: Live on Stage!* (Walt Disney World)
- *Santa's Workshop* (Walt Disney World)
- *Generation Nature: Live!* (SeaWorld)
- *Killer Whales Up Close* (SeaWorld San Diego)
- *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)
- *Open World Video Game* (NDA Astrid Entertainment)
- *Jambo Amigos!* (Lampstand Productions)
- *Christmas in Hollyville* (P2P)

PUBLIC SPEAKING

- *Audience-Centric Storytelling* (World Experience Summit, London)
- *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
- Dennis Wirzman, former Corporate VP Entertainment SeaWorld Parks dwirzman@bellsouth.net