

portfolio 2025

themed entertainment design

theatrical production/design

graphic design

multimedia art

film & video production

Zoe Macarewa

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Zoe
macarewa

about

Zoe Macarewa is an emerging creative designer passionate about telling stories through her craft. She is most interested in a career within the themed entertainment industry, hoping to design show sets for attractions, spaces, and experiences. She is a student member of the Themed Entertainment Association (TEA), International Association of Amusement Parks and Attractions (IAAPA), and United States Institute for Theatre Technology (USITT) always seeking out opportunities to engage with industry experts and fellow story-minded artists. She values creativity within multiple fields: theatre, film, and art. For theatrical work, she is a scenic designer. Within the film realm, she is interested in art direction and visual development. As a visual artist, she holds onto design through graphic design and traditional artwork. Currently a senior at Pepperdine University as an Art & Theatre-Screen Arts (production design, scenic design emphasis) double major, she strives to use her well-rounded education and experience as a starting point toward a fruitful career.



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NextGen Showcase

The NextGen Showcase (NGS) is a 10-month-long international educational program for young and aspiring themed entertainment professionals. In teams, participants work together to develop a fictional themed entertainment offering through the blue sky, concept, and schematic phases.

I am the **Art Director & Graphic Designer** of my team, **Solstice Studios**. Spread across four time zones, thirteen members met online weekly as a team and with our mentors, Lacy Campbell & Dave Lascaut.



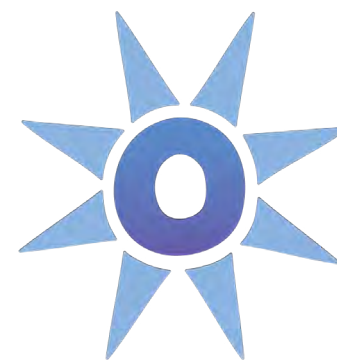
NEXTGEN SHOWCASE

Logo design belongs to NextGen Showcase



Solstice
STUDIOS

Logo design by Zoe Macarewa



Logos and symbols for Solstice Studios. Branding style guide also created for standardization of internal and external facing documents.

NextGen Showcase



Logo design belongs to NextGen Showcase

The Brief

MallTopia was looking to develop a new location-based experience for a flagship shopping mall location in Springfield, Virginia, which could become a model for the transformation of larger sites across the US.

We were asked to propose a unique new entertainment concept for the existing space (100,000 sq ft across 2 floors), with consideration to existing entertainment, retail, and food & beverage offerings in the area.

Blue Sky

In response to the brief, we created three proposals for a new family entertainment center (FEC) offering:

1. Time Flow: Potomac River
2. Sweetspire Conservatory
3. Whirlington

Concept Design

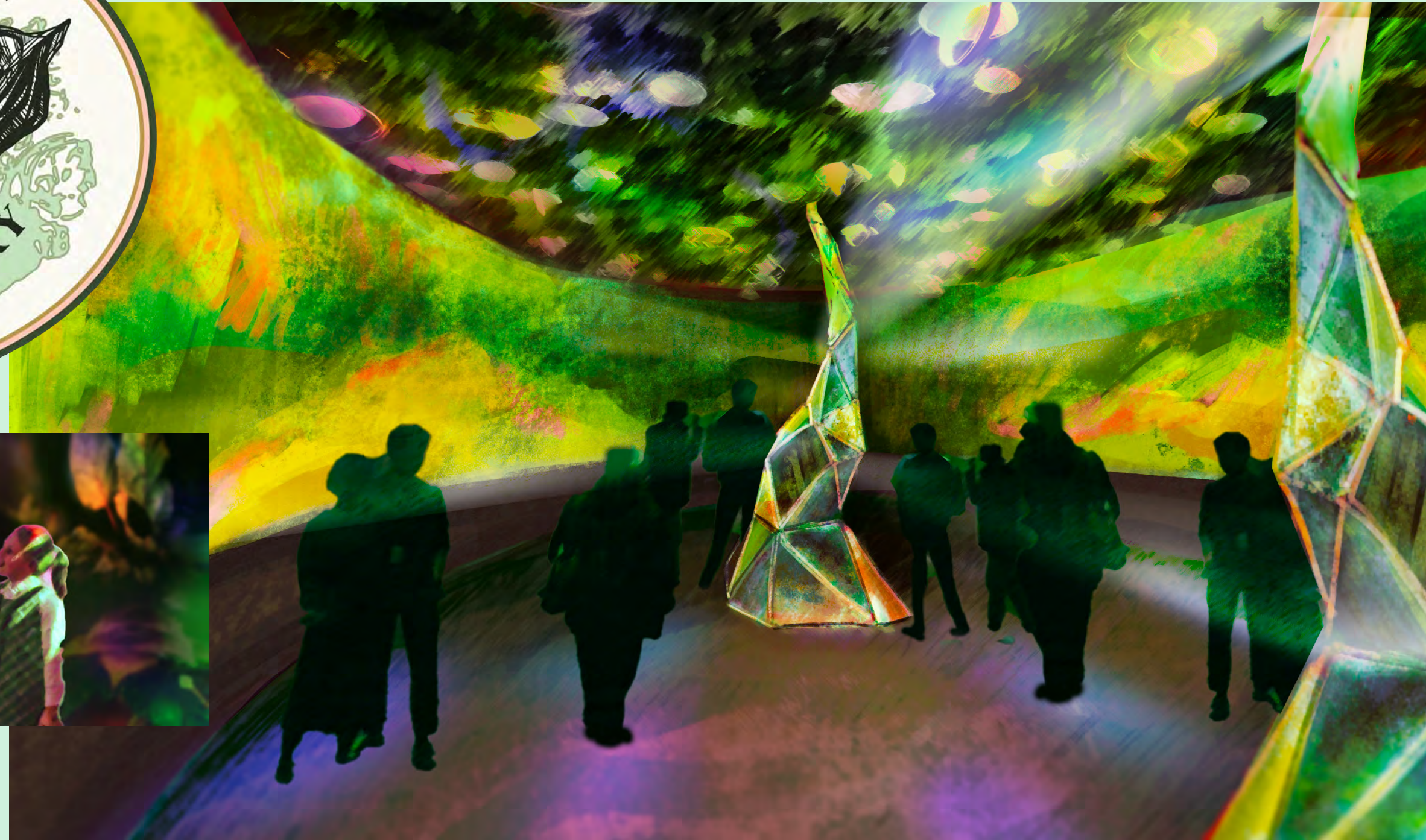
The clients selected Whirlington, which we developed further into **Tinkerpunk Junktion**, an FEC where guests can be curious, innovative, and—above all—share the fun with everyone.

Schematic Design

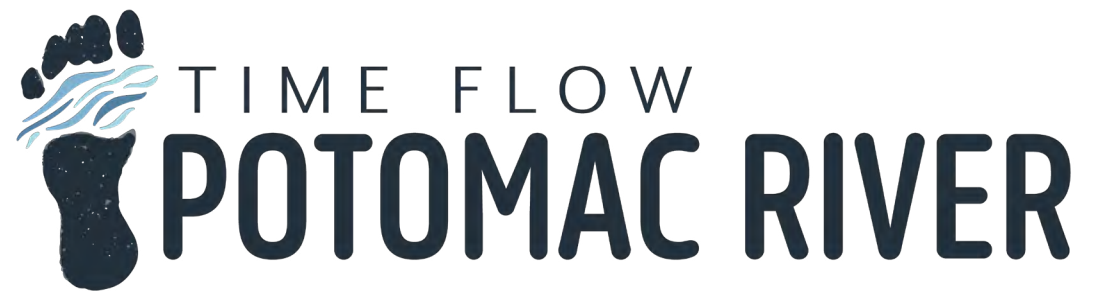
We created schematic technical documents for select offerings in Tinkerpunk Junktion, including the dark ride and restaurant.

The Team:

Stephen Tao, Project Manager	Harry Davies, Video Editor & Operations
Kyara Lampe, Project Coordinator	Serena Murray-Bruce, 3D Modeler
Kincső Madarász, Creative Lead (CD)	Sven Nibbeling, Illustrator
Ryan-Sam Marshall, Technical Lead (TD)	Jarret Wasko, Concept Designer
Zoe Macarewa, Art Dir. & Graphic Designer	Peter Gau, Mechanical Engineer
Kacy Cartwright, Show Writer & Asso. CD	Arjun Singh, Mechanical Engineer
Steven Coward, Architectural Designer	
Lacy Campbell, Mentor	Dave Lascaut, Mentor



Blue sky concept illustrations and logo design by Zoe Macarewa

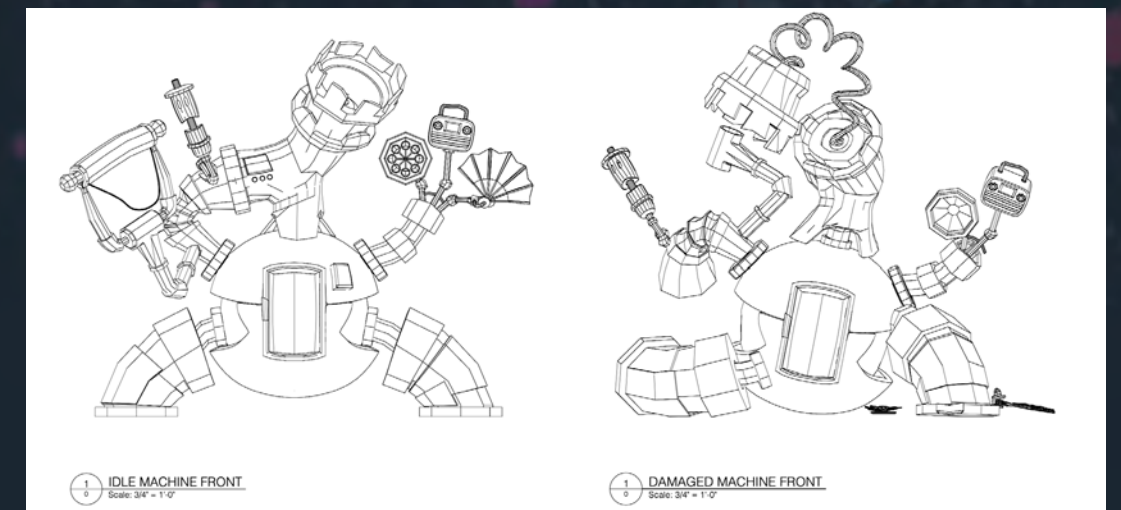


Blue sky concept illustration and logo design by Zoe Macarewa

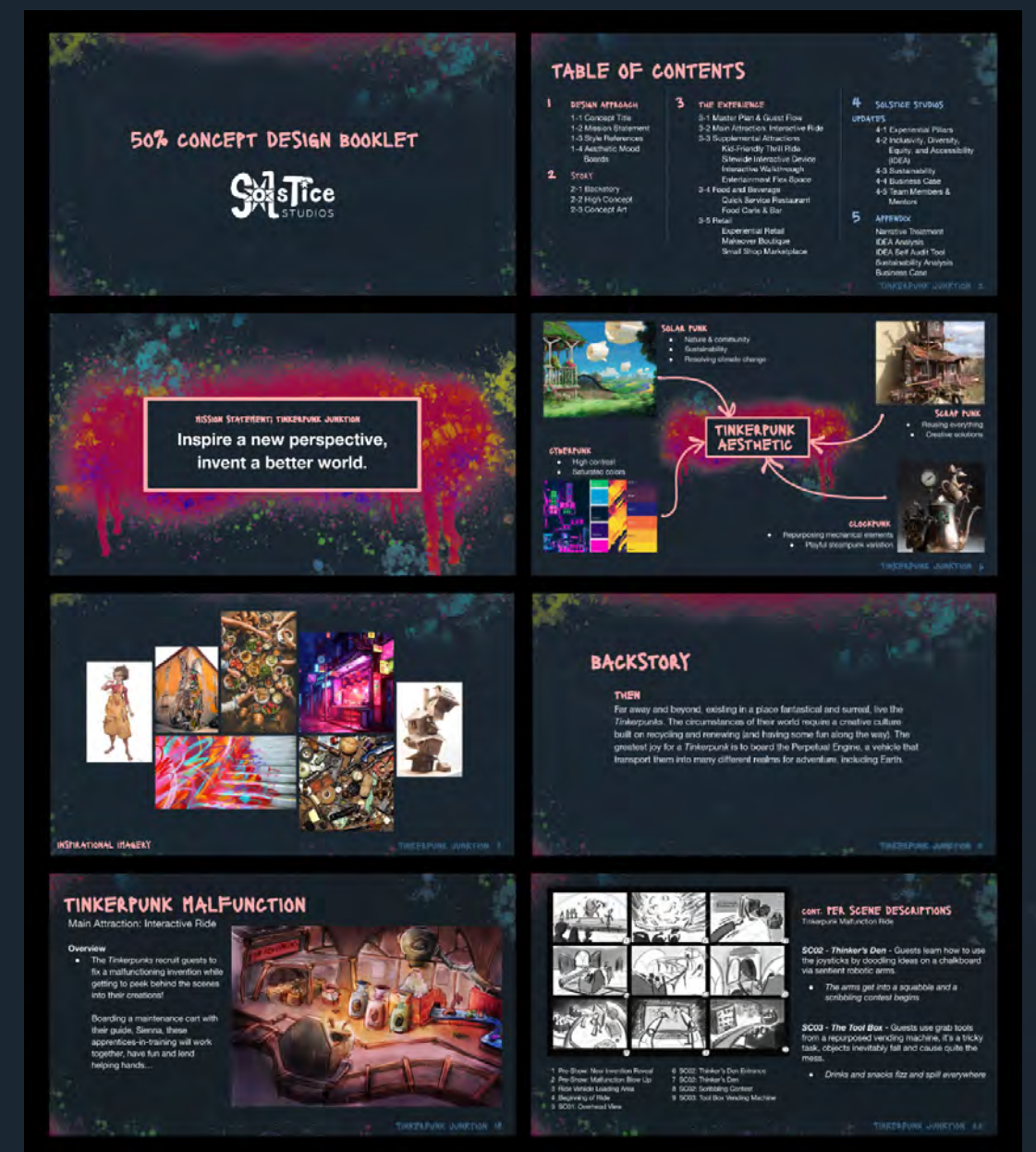
NextGen Showcase



Bird's eye view by Sven Nibbeling & Zoe Macarewa; Logo and entrance illustration by Zoe Macarewa

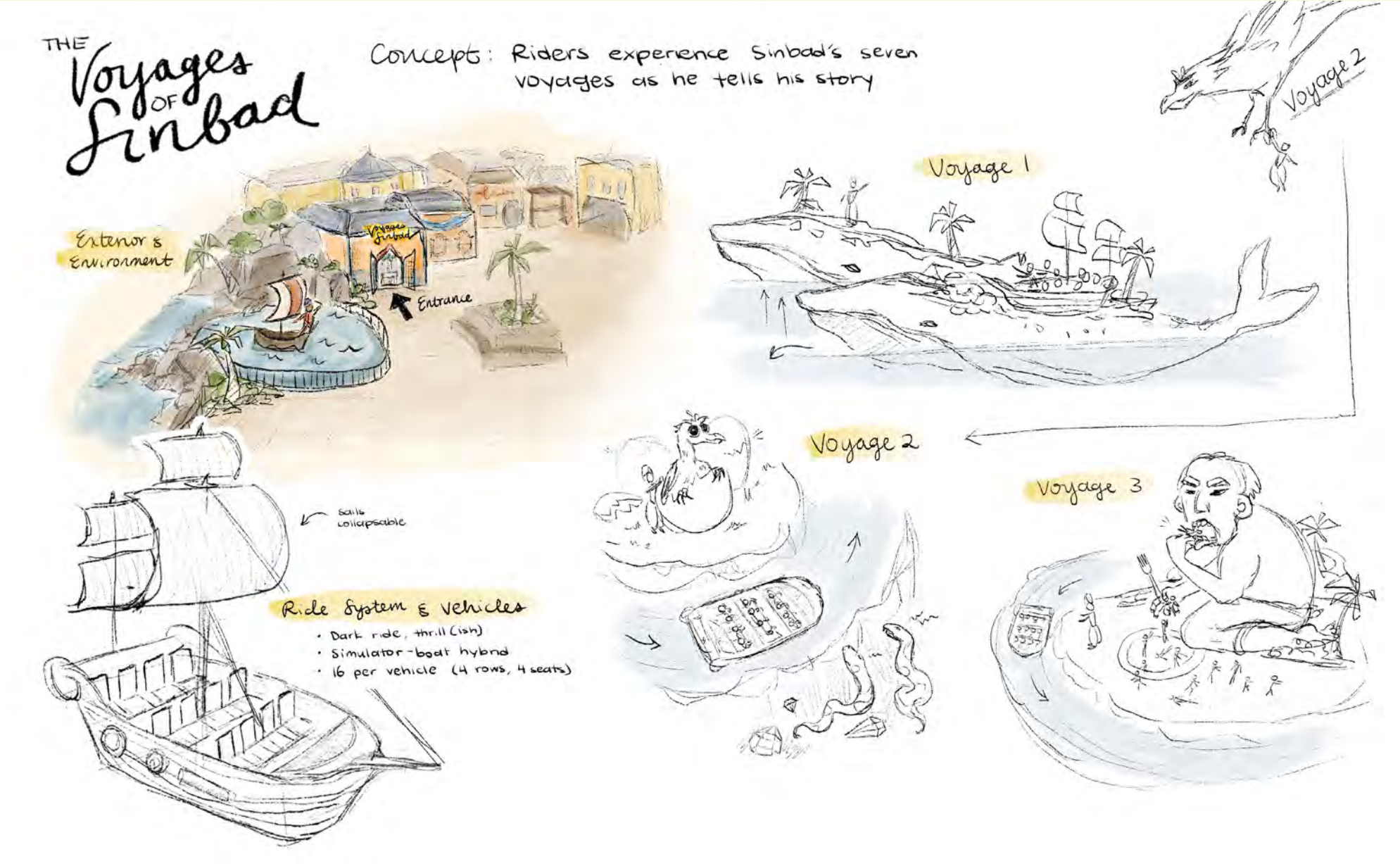


Modeled by Serena Murray-Bruce and drafted by Zoe Macarewa

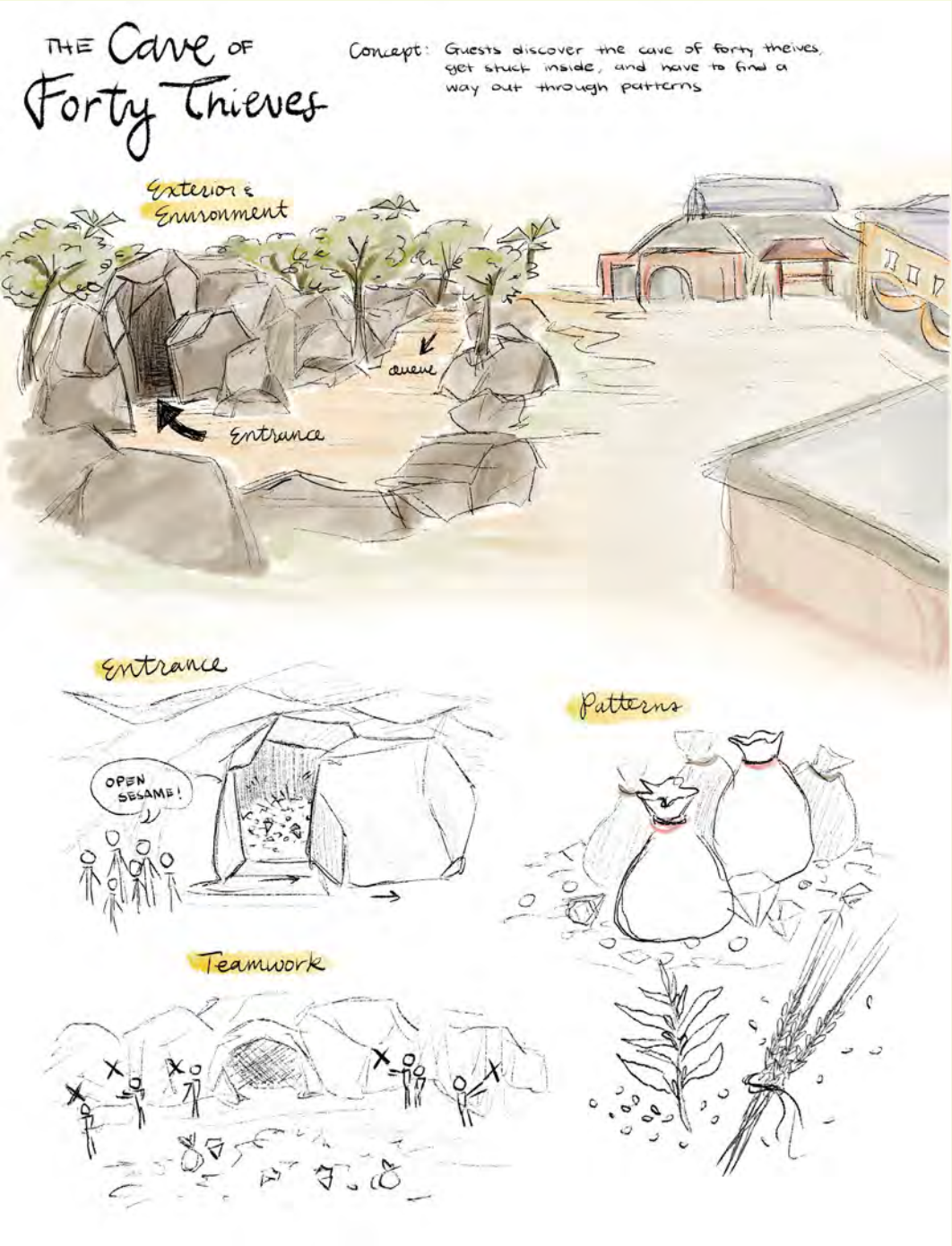


Arabian Nights Inspired Attractions

During an Arabian Nights literature course, I had the idea to adapt the text into themed attractions. I gravitated toward the stories of Sinbad and Ali Baba as both were captivating, evoking strong imagery that emphasized world-building. My research on Orientalism greatly influenced the design.



Concept sketches for The Voyages of Sinbad dark ride attraction. Riders experience Sinbad's seven voyages.



Concept sketches for The Cave of Forty Thieves escape room experience.

Iphigenia Among the Taurians

Theatrical scenic design for *Iphigenia Among the Taurians*, completed in fulfillment of my Pepperdine Theatre senior thesis in production/design.



Collaborators

Director - Bradley Griffin

Composer - Johnathan Hodges

Costume, Hair, and Makeup Designer - Melanie Watnick

Lighting Designer - Derrick McDaniel

Properties Designer & Supervisor - Brianna Galvez

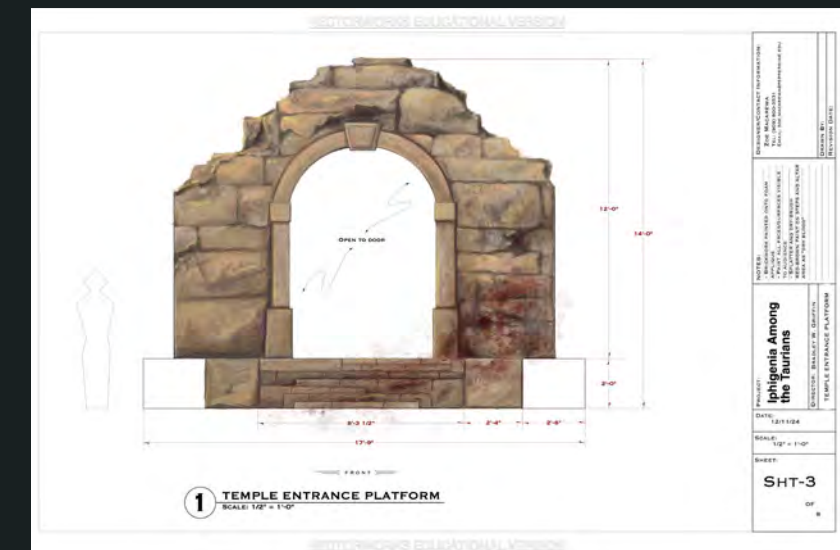
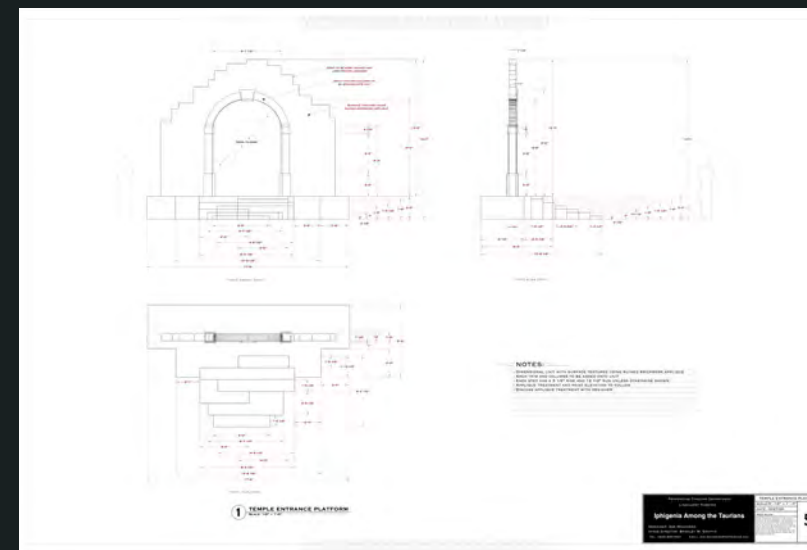
Sound Designer - Paul Durso



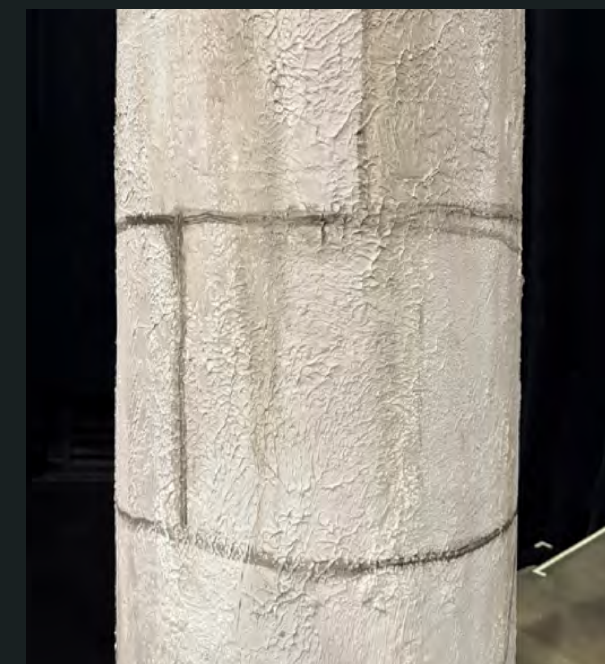
Iphigenia Among the Taurians



Rendering draw-over and Vectorworks model by Zoe Macarewa



Drafting and paint elevation packets by Zoe Macarewa; Sample available [HERE](#)



Scale model by Zoe Macarewa; Scenic painting and applique by Zoe Macarewa

Eleemosynary Scenic Designer



Collaborators

Director - Jacqueline Thornell

Composer - Nico Heard

Costume, Hair, and Makeup Designer - Alex Negrila

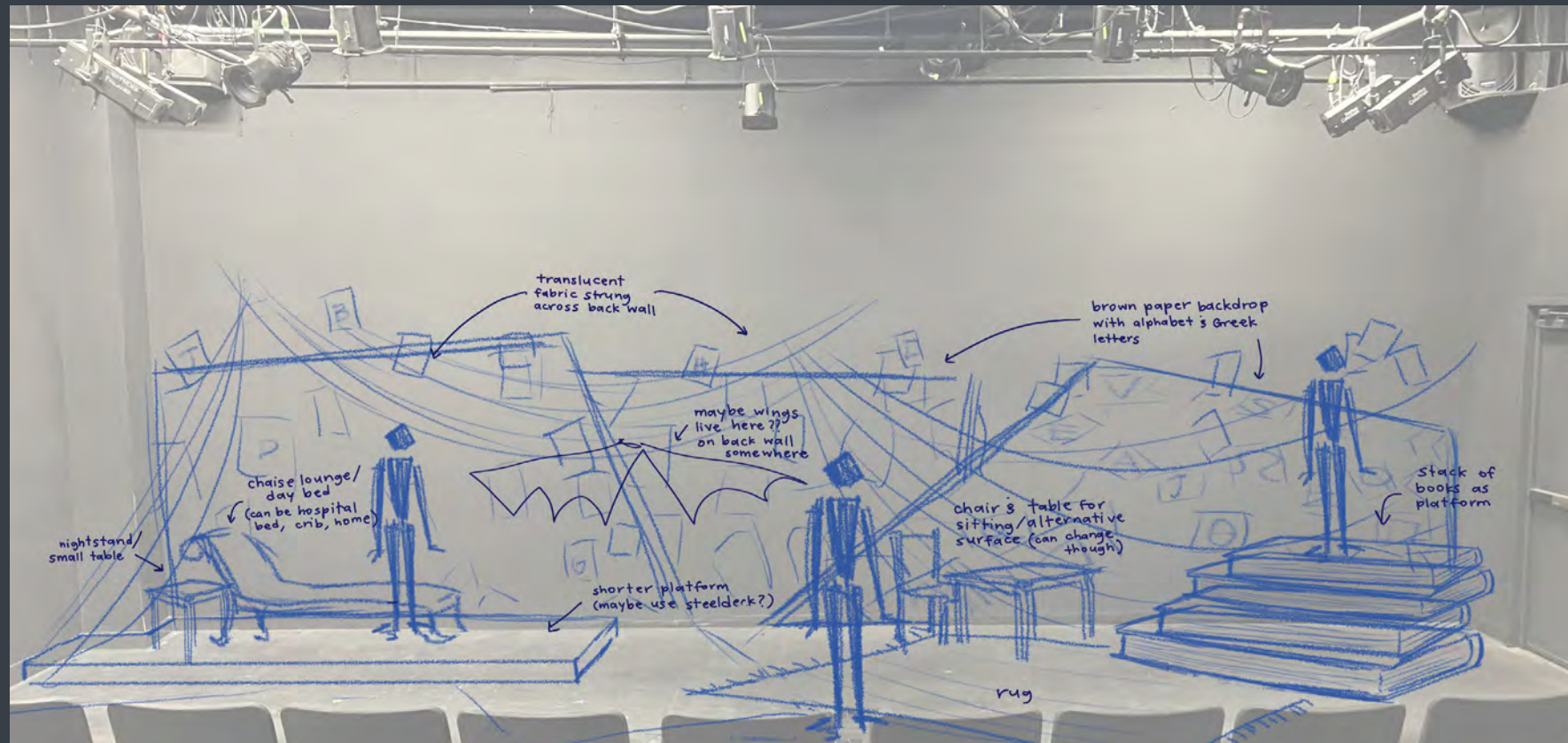
Lighting Designer - Ephram Aguirre Aguirre

Properties Designer & Supervisor - Mak Burke

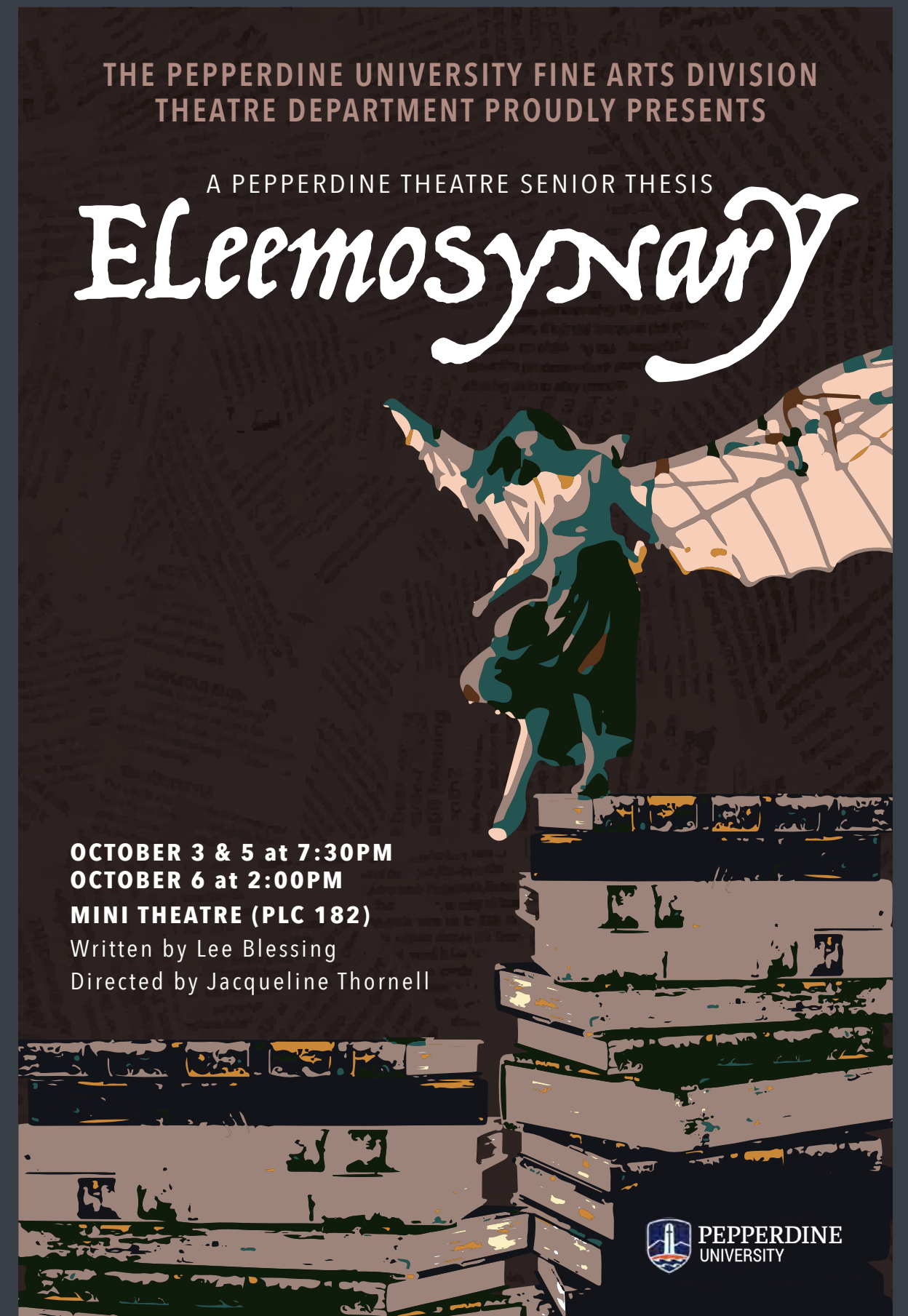


Eleemosynary

Scenic Designer



Sketch draw-over and backdrop elevation by Zoe Macarewa



Poster design by Zoe Macarewa

no one is coming to save us

Theatrical scenic design for *no one is coming to save us*, an original play for the 2024 Edinburgh Fringe Festival. Designed in participation with the Pepperdine Scotland abroad program.



Collaborators

Playwright - Lewis Hetherington

Director - Hollace Starr

Costume Designer - Melanie Watnick

Costume/Properties Supervisor & Designer - Alex Negrila

Lighting Designer - Ephram Aguirre Aguirre

Sound Designer - Niroshini Thambar



Lost Girl Properties Designer & Supervisor



Collaborators

Director - Nanci Carol Ruby

Scenic Designer - Rick Aglietti

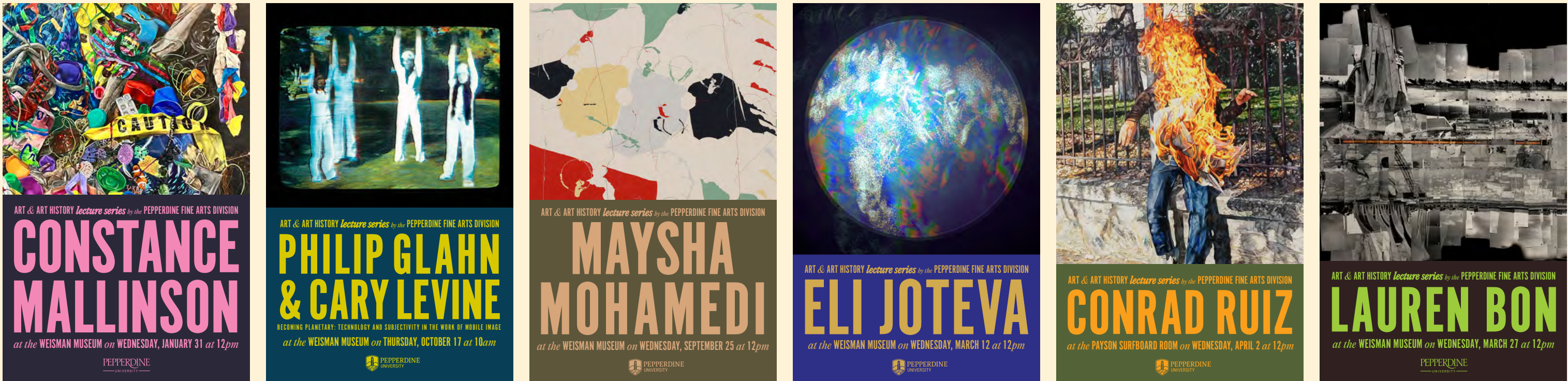
Costume, Hair, and Makeup Designer - Melanie Watnick

Lighting Designer - Derrick McDaniel

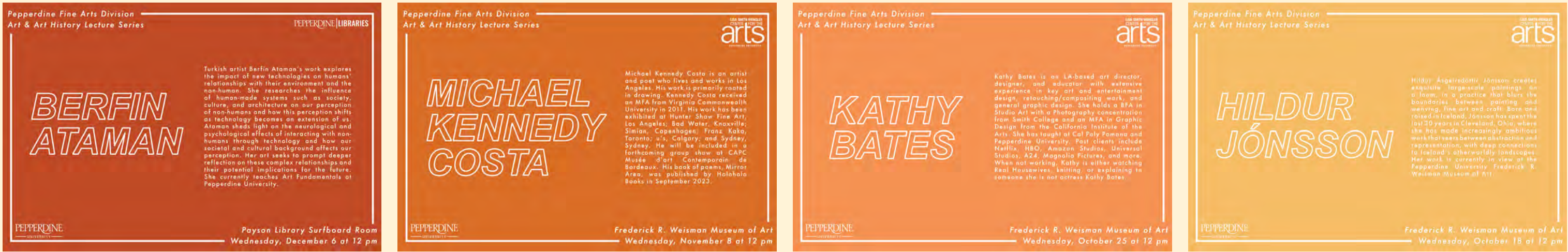
Sound Designer - Wes Ruby



Art & Art History Lecture Series Posters



Graphic design by Zoe Macarewa



Graphic design by Zoe Macarewa

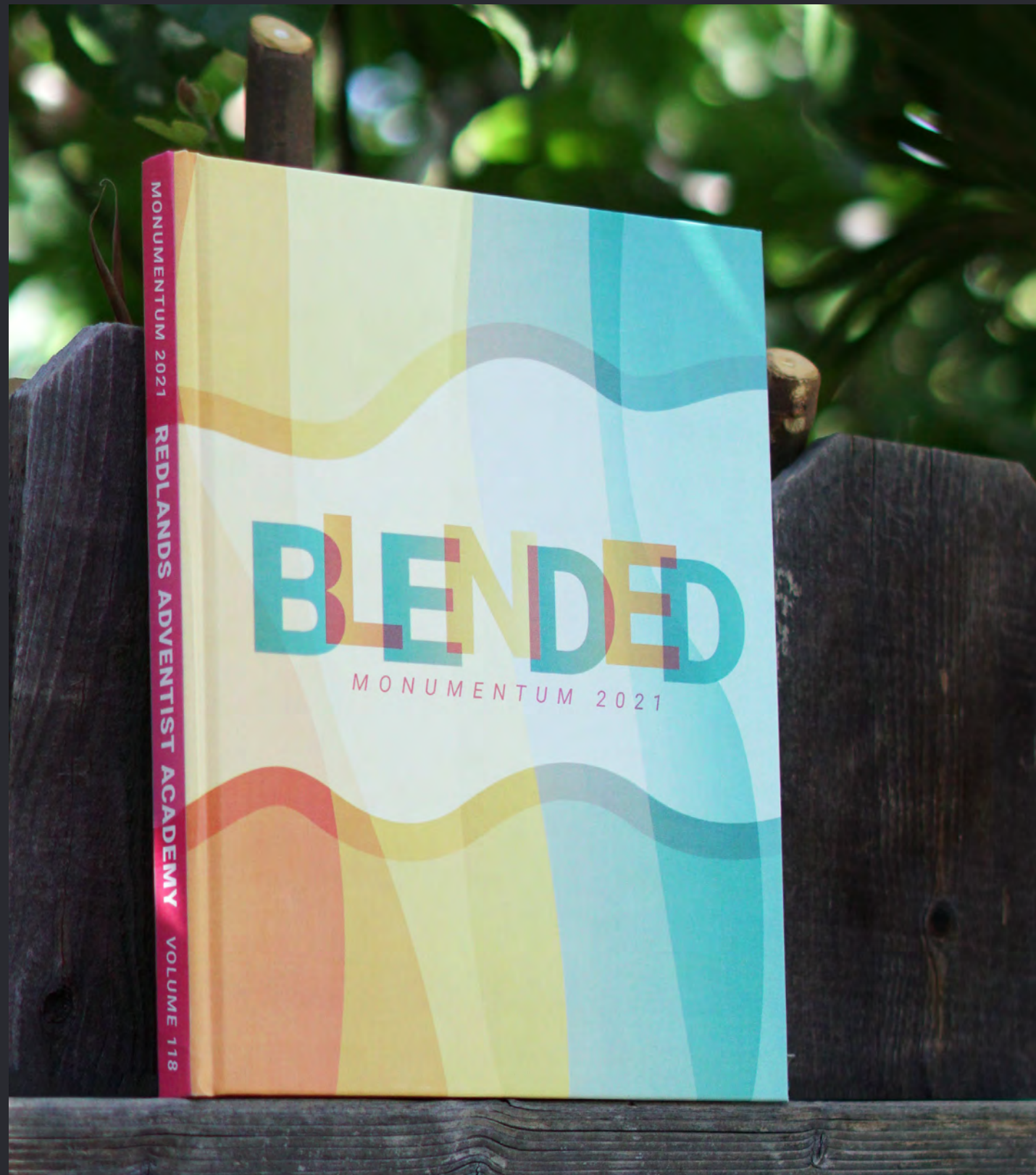
Pepperdine Switzerland Program



Logo designs by Zoe Macarewa

I was the student graphic designer for the Pepperdine Lausanne program while studying abroad in Switzerland (2023-24). The program went under a complete re-branding process and I created logos and other material for the new brand identity, Pepperdine Switzerland.

Blended Yearbook



Redlands Adventist Academy

Blended Monumentum 2021

164 pages of content, including specialty pages and individual class photos.



As editor, I directed and supervised 25+ staff members, designed all elements, and reviewed pages for final publication and distribution



Yearbook Leadership

Editor - Zoe Macarewa

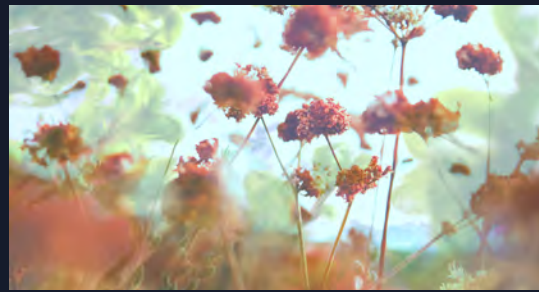
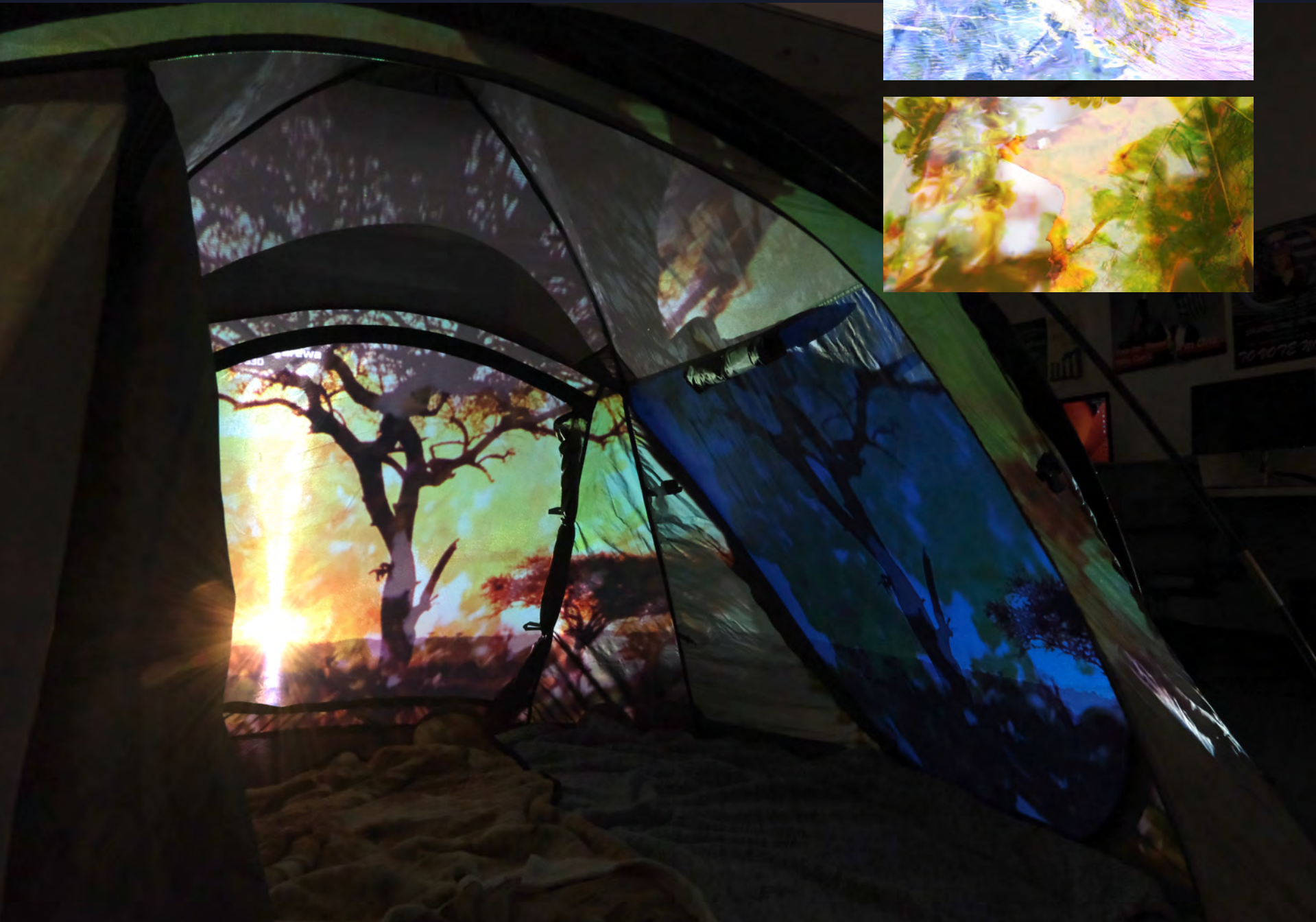
Assistant Editor - Megan Li

Head of Photography - Denzhel Huilar

Advisors - Amy Hill & Will Griffith

(Over)flowing

An intimate projection-mapping installation presented within the confines of a childhood camping tent.



Stills from the *(Over)flowing* video



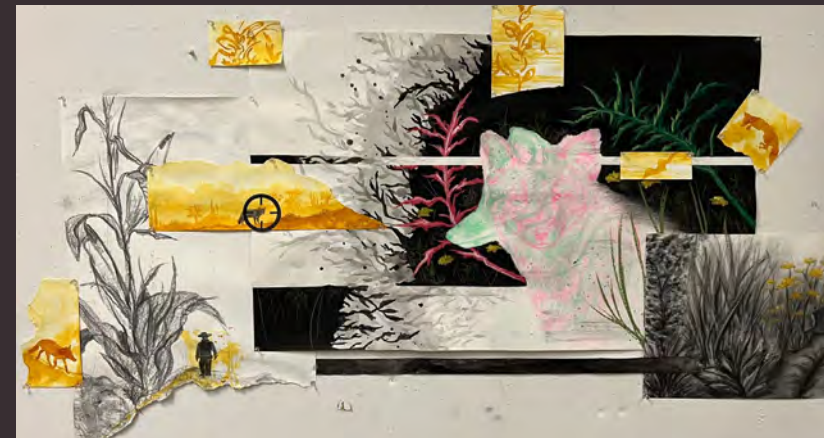
The Deep End

The Deep End was a Junior Studio Art Exhibition shown at the Pepperdine University Payson Library in Fall 2024. I featured my artwork alongside 12 other artists. My work culminated in an installation featuring watercolor paintings, sculpture, and a miniature model.

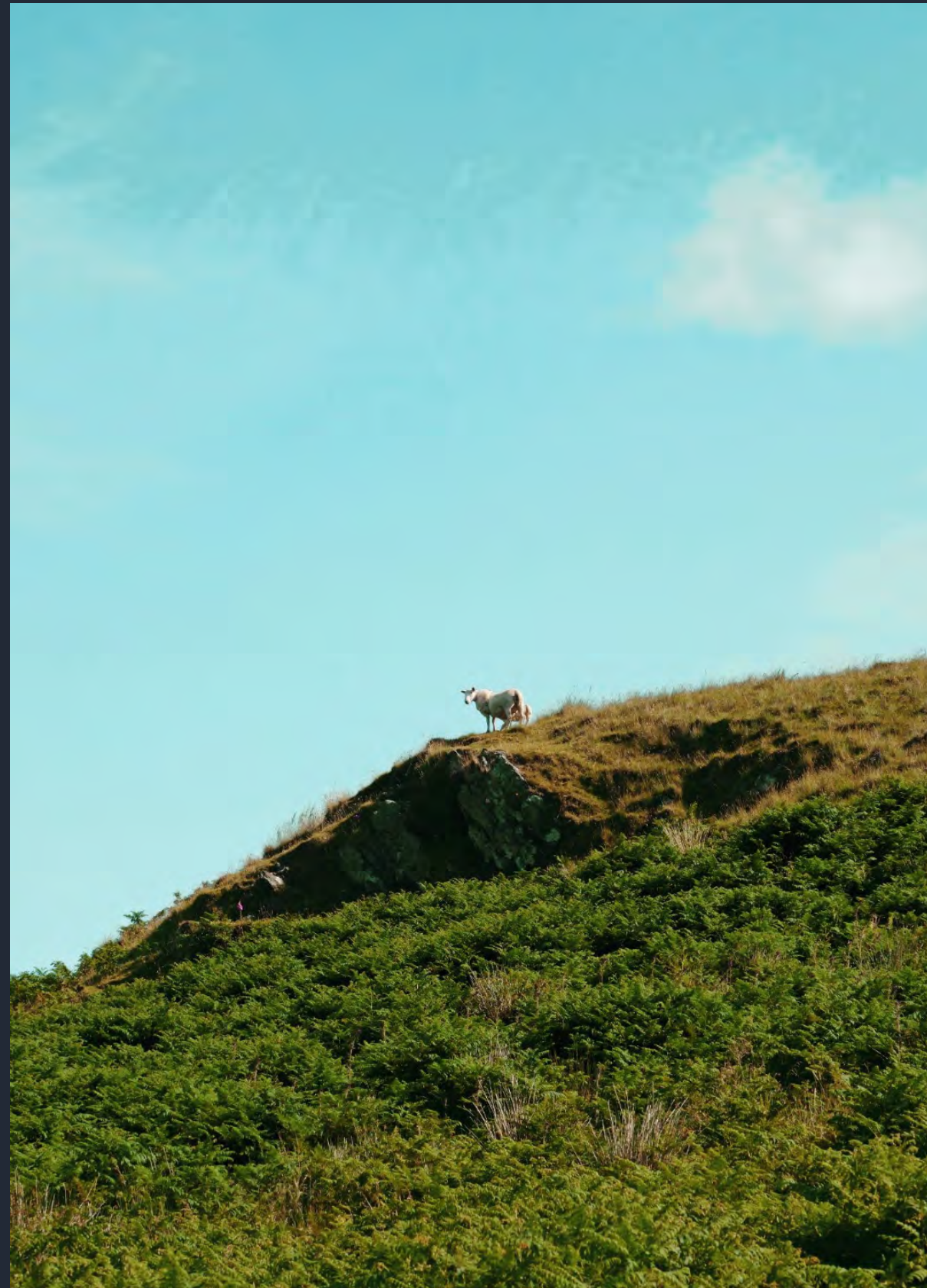
Artworks include: *Windswept* (oil pastel on eucalyptus bark, 2023), *The Family* (watercolor & colored pencils, 2023), *Radiant* (watercolor, 2023), *Impression* (watercolor, 2023), *You Are Here* (miniature model, 2023)



Studio Art



Photography

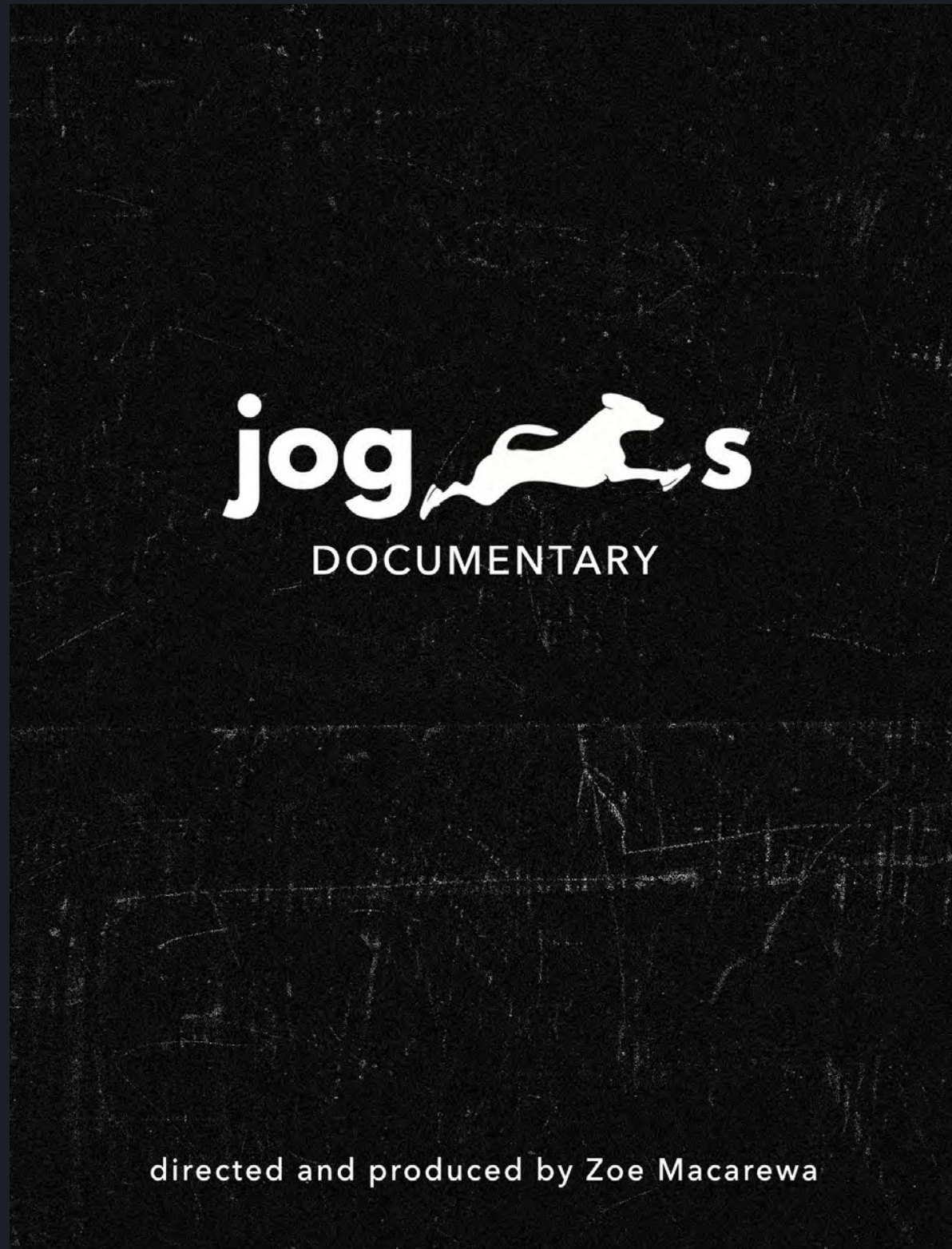




Photography



Jogdawgs Documentary



Jogdawgs Documentary

A documentary following Jogdawgs, a new local running club in Redlands, California, that started in early 2024. The short documentary recounts the club's founding from the perspective of key characters. It ultimately reveals the importance of physical and social wellness, human-canine bonds, and community engagement within the local sphere. Watch [HERE](#).

Credits / Collaboration

Director, Producer, and Editor - Zoe Macarewa

Production Crew - Benjamin Ruiz

Advisor - Paul B. Kim

Special thanks to Jogdawgs, Redlands Chamber of Commerce, City of Redlands

thank you

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