
Austin Minard

EXPERIENCE

The Taste of Finland for Long Drink

New York, NY

Co-Producer/Writer/Director/Sound Designer/Casting

June 2024 - July 2024

- Collaborated with the brand Long Drink to bring a live window display activation in Soho.
- The general public was able to go through a 45 minute experience that involved being inside a real Finnish sauna, cold plunging, and relaxing in a Finnish cabin.
- Each room was equipped with soundscapes and actors to help fully immerse guests.

Voodoo Ranger Hard Charged Tea

New York, NY

Co-Producer/Co-Director/Writer/Casting

April 2024 - June 2024

- Collaborated with Voodoo Ranger to create a part live immersive experience part commercial in Soho promoting the launch of their hard tea.
- Wrote an experience that led guests to believe they were attending a “high class” tea experience, then flipped it on it’s head to reveal they were in a smash room.

Squid Games: The Trials

Los Angeles, CA

Freelance Performer/Immersive Consultant

November 2023 –March 2024

- Collaborated with Netflix’s creative team to conceptualize and implement immersive experiential elements, enhancing the audience’s engagement for “The Host” Role
- Performed as “The Host” in the trials, contributing to a memorable experience for participants

One Hour Projects – Readers Digest Network

Los Angeles, CA

Freelance Writer

May 2022 – September 2022

- Authored 12 engaging episodes for the Family Handyman Channel’s DIY home makeover series, One Hour Projects, blending educational content with humor through creative “how-to’s”, enhancing viewer engagement and learning

Just Fix It Productions

Los Angeles, CA

Freelance Performer/Set Builder

April 2021 - Present

- Helped build and perform in original shows and activations for well-known Intellectual Property works for Netflix, Amazon, Universal Studios, and Nickelodeon.
- Helped build and performed in original shows like CREEP LA, Night Fever, and The Willows.

Little Cinema

Los Angeles, CA

Freelance Talent/Production Assistant/Consultant

November 2021- Present

- Assisted with production of immersive activations for well-known Intellectual Property works for Disney+, Bravo, and Time Warner.
- Scheduled call-times, lead communication between production and talent, helped set up events, choreographed movements and scenes around showcased technology, and performed.

Black Tears

Los Angeles, CA

Freelance Writer/Director

November 2021

- Wrote and directed an original, fictional open-world immersive experience that showed participants the “dark side” of Hollywood at an extravagant party where they had to navigate sleazy executives, directors, and actors in order to “succeed” in their entertainment careers. The sold-out event took place in the Hollywood Hills.

Sleep Study

Remote

Producer/Actor/Writer/Sound Designer

April 2020—October 2020

- Co-created “Stadium Somnum — A Sleep Study,” an original, remote immersive theater experience that lasted three days and three nights, and included three hours of original guided meditations, a two-and-a-half-hour original audio story, and numerous live phone calls, text messages, and emails. The show was sold out for all five months of its run.

Raravis Productions

Sandspoint, NY

Freelance Assistant Writer/Assistant Director/Actor

May 2020—October 2020

- Worked on *Dreams & Nightmares*, an immersive horror experience at the Hempstead House in Long Island, New York. And assisted with writing, directing, and choreographing various rooms, characters, and scenes.
- We serviced over 2,000 guests during the season.

Fear Walk: An Interactive Haunted Experience

Director/Writer/Producer/Scenic Designer/Sound Designer

Ithaca, NY

Oct 2014—Oct 2017

- Spearheaded the creation and marketing of 'Fear Walk', a pioneering immersive horror experience in Ithaca, NY, leading a team of 50. Achieved a sell-out status for all shows, captivating over 4,000 participants with intricately designed, suspense-filled narratives.

ADDITIONAL INFORMATION

- Publications: haunting.net review of "Studium Somnum — A Sleep Study;" Bloomberg Business Week review of "Fear Walk," 2016; *The Ithacan* review of "Fear Walk," 2015; *The Durango Herald* interview about "Fear Walk," 2014.