

RICKEY CRUM

crumrw@gmail.com
972.834.6522
www.rickeycrum.com

 @hapticworkshop

EDUCATION

2007 - 2009 | **MASTERS OF ARCHITECTURE**
University of Texas at Austin, School of Architecture

2004 - 2007 | **BACHELOR OF SCIENCE: ARCHITECTURAL STUDIES**
University of Texas at Austin, School of Architecture

2002 - 2004 | Extensive additional coursework in Aerospace Engineering
University of Texas at Austin, Cockrell School of Engineering

WORK EXPERIENCE

October 2021 - CURRENT | **FOUNDER, HEAD OF FABRICATION**
Experience Trust, Dallas TX

Experience Trust is the founding company of our flagship location-based immersive entertainment concept, **Department of Wonder**. As Head of Fabrication, my role is multifaceted and primarily focused on leading the design and fabrication efforts of the built environment, including overall technical planning and coordination, as well as design and development of one-off interactive exhibits (animatronics, micro-controller based triggered experiences, etc.). In the short few months since its opening in October of 2022, Department of Wonder has already been recognized on a world stage through a diversity of publications, and most significantly by receiving first place in the Blooloo Innovation Awards for the category of Storytelling.

Websites:
www.experiencetrust.com
www.deptofwonder.com

August 2018 - May 2023 | **ADJUNCT PROFESSOR**
Master of Arts in Design and Innovation, Southern Methodist Univ., Dallas TX

DSIN 5302/7302 Form and Composition
ENGR 7190 Sketching for Visual Communication

June 2018 - CURRENT | **FOUNDER, DESIGNER/FABRICATOR**
Haptic Workshop LLC, Dallas TX

My work focuses on developing design and fabrication solutions to non-typical design problems. Ranging in scope and scale, from artwork to architecture, our mission is to leverage cutting edge digital fabrication tools and design software to explore the intersections of design and fabrication in new and innovative ways. Notable clients include Brad Oldham Studio, Flight School Studio, bcWorkshop, and PDM Constructors.

May 2016 – June 2018 | **TEACHING LAB MANAGER**, Deason Innovation Gym
Southern Methodist University, Lyle School of Engineering, Dallas TX

The Deason Innovation Gym (DIG) is a multi-disciplinary makerspace / prototyping lab open to all students at the university and houses many tools with a focus on digital fabrication.

I was responsible for co-creating the vision for the lab with a focus on culture, pedagogy, financial strategy, and strategy for student engagement. I designed and lead Immersive Design Challenges (IDC's), a sprint-based design/build program that engages students with real clients on engineering projects, as well as planned and facilitated course work in the M.A. in Design and Innovation program and multiple Engineering programs. Additionally, I oversaw all operational procedures for the lab.

**WORK
EXPERIENCE
(CONT.)**

2011 - 2016 | **SENIOR DESIGNER**
CallisonRTKL, Commercial Practice Group, Retail and Entertainment, Dallas TX

CallisonRTKL is an award-winning architecture, planning and design practice that is shaping the built environment on a global scale. With significant projects in major cities world-wide, CallisonRTKL is a leader across all sectors in the architectural spectrum. I personally worked on many projects internationally, as well as domestically, including in China, Kuwait, Mexico, Panama, El Salvador, Canada, and many projects across the US.

As a computational design leader, I was tasked with incorporating computational design tools and processes into our project work flow through parametric modeling and visualization in all phases of the architectural process.

2009 - 2011 | **OPERATIONS COORDINATOR & DIRECTOR OF SPECIAL BUILDS**
Billings Productions, Dallas TX

Billings Productions is one of only a few companies in the world that produce life-size animatronic dinosaurs and giant animatronic bugs for traveling and permanent exhibits. Specializing in creating animatronic creatures for both indoor and outdoor exhibits, they also provide customized design and build services for a wide range of static and animatronic wildlife replicas. My work has been exhibited at over 20 zoos, museums, and conferences around the world, including in: France, Singapore, Australia, Japan, England, the UAE, and many locations across the US.

Responsibilities included developing concept artwork and mockettes from research and coordination with archeologists, as well as a range of fabrication processes: robot construction, sculpting/casting, airbrush artwork, and metal and fiberglass construction. Additionally, I coordinated operations for the creative departments, including scheduling assembly and general project management.

2006 - 2009 | **DESIGNER**
Estudioazul Architects, Austin TX

Estudioazul is a small design firm in Austin, TX with a practice focusing on single family residential and small commercial development. With our projects primarily focused in and around the Austin area, deep consideration to regional vernacular was inherent in our work.

**PROFESSIONAL
DEVELOPMENT
& AFFILIATIONS**

- Board member**, FD18 Event and pavilion design/build competition (2018)
- Board member**, FD17 Event and pavilion design/build competition (2017)
- Facilitator**, St Philip's School WeCreation Center Design Workshop (2017)
- Judge**, Furniture 4 Kids Design Competition (2015 and 2016)
- Graduate**, American Institute of Architects Emerging Leaders Program (2014)
- Committee member**, UTSOA Graduate Advisory Committee (2009)

AWARDS

- Overall Winner**, Blooloop Innovation Awards, Storytelling (2022)
- Finalist**, SPIN Spot Parklet Design Competition (2019)
- Winner**, JSI Chair Design Challenge (2013)
- Runner-up**, TEX-FAB; Applied Research Through Fabrication Competition (2012)
- Winner**, IIDA Lavish Vignette Design Competition (2010 and 2012)
- Winner**, Furniture 4 Kids Design Competition, Best Craftsmanship (2011)
- Design Excellence Award**, University of Texas School of Architecture (2008)
- Eagle Scout Award**, Boy Scouts of America, Troop 219 (2002)

RICKEY CRUM | BIO

crumrw@gmail.com
972.834.6522
www.rickeycrum.com

 @hapticworkshop



Rickey is an award winning designer, fabricator, experience maker, and higher-ed instructor, combining nearly 20 years of creative experience, spanning multiple disciplines from art to architecture. Rickey's educational background is in Aerospace Engineering and Architecture, receiving his Bachelor of Science in Architectural Studies in 2007 and his Masters in Architecture in 2009 from The University of Texas.

His most recent endeavor, in conjunction with his partners, is the development of their new location-based immersive entertainment concept, Department of Wonder. As Head of Fabrication, his role is multifaceted and primarily focused on leading the design and fabrication efforts of the built environment, including overall technical planning and coordination, as well as design and development of one-off interactive exhibits (animatronics, microcontroller-based triggered experiences, etc.). In the short few months since its opening in October of 2022, Department of Wonder has already been recognized on a world stage through a diversity of publications, and most significantly by receiving first place in the Blooloo Innovation Awards for the category of Storytelling.

Previously Rickey founded the design and fabrication studio, Haptic Workshop, focusing on developing solutions to non-typical design problems with an emphasis on interactive and/or entertainment based projects. The mission of Haptic was to leverage cutting edge digital fabrication tools and design software to explore the intersections of art, design and fabrication, which are skill sets he developed and honed both as a senior architectural designer with CallisonRTKL, and through his work as a teaching lab manager and adjunct faculty at SMU in the Master of Arts in Design and Innovation program. Rickey first began his foray into the entertainment world through his work at Billings Productions as the operations coordinator and Director of special builds, tasked with the design and fabrication of life-sized animatronic dinosaurs exhibited at zoos and museums all over the world! Rickey values both old and new technologies, and pushes to integrate both in his work. He has a passion for parametric design and digital fabrication, but you may also find him flint knapping stone tools in his spare time.