

# PAUL DIAMOND

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CREATIVE EXPERIENCE LEADER | STORYTELLER | BRAND INNOVATOR



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# INTRODUCTION



## MY WHY

As an Experience Designer & Producer with over a decade of hands-on leadership in experiential marketing, I specialize in transforming brand narratives into immersive, story-driven environments. From Microsoft's flagship spaces to award-winning IP activations like Surface x Liberty and the Wonka holiday windows, my work blends emotional storytelling, cross-functional creative direction, and a deep understanding of how physical space can deepen brand love.

I'm driven by the belief that great experiences aren't just seen, they're felt. Whether shaping a flagship, launching a new product, or building a world audiences can step into, I strive to create peak moments that connect people to brand stories in ways that are personal, inclusive, and unforgettable.

My creative energy is fed by a genuine curiosity about culture, design, and the way people move through the world. I draw inspiration from architecture, travel, global retail, and emerging trends, and I bring that inspiration to life through concept-led design, operational excellence, and a love of collaboration. My early background in entrepreneurship sharpened my instinct for storytelling that drives both emotional and business impact, and I bring that same intentionality to every project I lead.

Outside of work, I'm fueled by life with my wife and three incredible (adult) kids. We're usually out exploring the Pacific Northwest by boat, finding hidden gems while traveling, or making something new in the garage. Whether I'm tinkering with tools or finding design inspiration in everyday adventures, I'm always seeking new ways to blend curiosity, creativity, and connection, the same values that guide my work and my life.



# CREATIVE PHILOSOPHY



## MY WHAT

I believe great experiences aren't just seen, they're felt. Every project I lead begins with a single question: What story are we telling, and how will it live in the physical world?

My approach to experience design is rooted in the art of worldbuilding. Whether crafting brand activations, immersive retail, or IP-driven installations, I design the physical infrastructure of imagination. I aim to create peak moments that spark emotional connection, surprise, and create core memories, not just grab attention.

### **NARRATIVE-FIRST THINKING**

Every environment, material, and interaction should reinforce a cohesive story. I partner closely with IP, brand, and content teams to root ideas in authentic narrative.

### **AUDIENCE EMPATHY & CULTURAL FLUENCY**

Designing with empathy means creating experiences that are inclusive, resonant, and culturally aware. Whether in London or NYC, I design with respect for accessibility, place, and community.

### **DIMENSIONAL STORYTELLING**

Great experiences today blur the boundaries of physical, digital, and emotional space. I design interactive, shareable environments that evolve with the audience, driving both connection and social amplification.

### **CREATIVE & OPERATIONAL HARMONY**

I thrive at the intersection of concept and execution. From early ideation through final install, I lead with vision and precision, ensuring ambitious ideas become seamless realities.

My work is built to linger, emotionally resonant and structurally sustainable. I think in terms of modularity and long-tail engagement from the start. In every project, I aim to build something bigger than a campaign. I build places people talk about. Worlds they share, remember, and feel a part of.



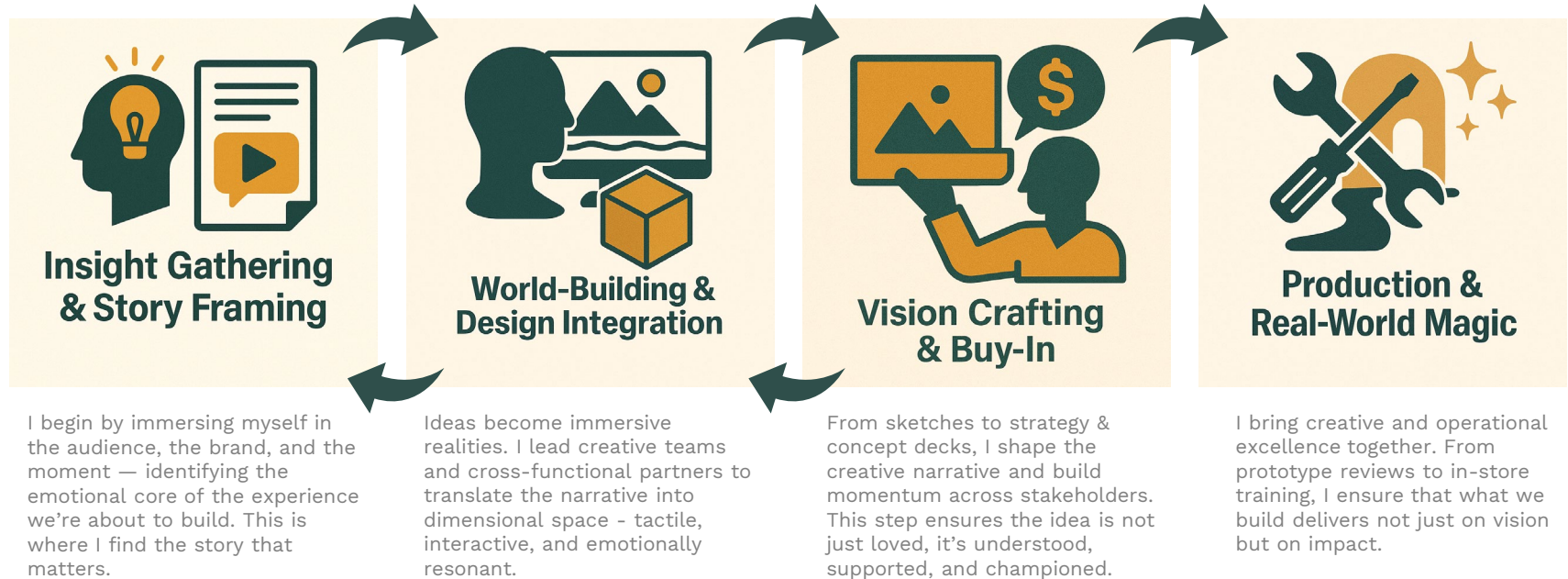
# CREATIVE PROCESS

## MY HOW

Great experiences don't happen by accident; they're crafted with intention, alignment, and momentum. My creative process bridges strategy, storytelling, and execution, guiding each idea from spark to real-world impact.

At the center of it all is a clear narrative: one that earns buy-in, inspires teams, and resonates with audiences. Whether I'm shaping a flagship launch or an interactive pop-up, I lead with vision, align cross-functional partners, and build experiences that are emotionally rich and operationally sound.

My process is iterative, inclusive, and insight-led. Ensuring every idea is both creatively ambitious and commercially grounded.



# FEATURE PROJECT: CANDY CRUSH WINDOW DISPLAY

## THE CHALLENGE:

Celebrate the ABK acquisition by Xbox through a high-visibility activation that connects fans to King titles — and drive awareness of the Candy Crush All Stars tournament.



## THE NARRATIVE:

In partnership with King, we transformed Microsoft's NYC flagship and the Microsoft Visitor Center with a bold, joy-filled takeover celebrating Candy Crush All Stars. This window was designed to do more than just announce a tournament — it signaled to Xbox fans that King is now part of their world.

I led concept development, fixture design, and vendor production for the entire experience, which featured oversized candy sculptures, dynamic lighting, and a floor-to-ceiling buildout that turned the storefront into a playful, photo-worthy installation. The immersive zone invited passersby to explore, play, and post — merging fandom and brand storytelling in real space.

## THE DETAILS:

### SKILLSET:

- Concept Direction
- IP Integration & Partner Collaboration
- Window & Fixture Design
- Fabrication Oversight
- Multi-Site Execution

### IMPACT:

- Connected King titles to the Microsoft Ecosystem
- Amplified Candy Crush All-Stars tournament visibility
- Sparked organic buzz through playful design

### RESULTS:

- Launched in NYC & Microsoft Visitor Center
- Increased foot traffic & Dwell Time
- Uplift in local app engagement & brand affinity

# FEATURE PROJECT: INDIANA JONES HOLIDAY WINDOW

## THE CHALLENGE:

Celebrate the launch of an iconic IP while building real-world excitement and fan-driven buzz for Indiana Jones and the Great Circle.



## THE NARRATIVE:

To mark the launch of Indiana Jones and the Great Circle, we brought the adventure to street level with a cinematic window activation at the Microsoft NYC flagship. As part of a larger Xbox partnership campaign, this experience was designed and led by our team, transforming the storefront into a crumbling archeological dig site pulled straight from the game's lore.

The centerpiece was an interactive puzzle that challenged visitors to uncover a hidden treasure: a golden, one-of-a-kind Xbox console and controller. The installation blended environmental storytelling with tactile gameplay, giving fans a rare chance to step inside the Indiana Jones universe. The experience quickly became a cultural touchpoint; fans traveled across the country, some in full cosplay, to see the activation in person. It was a love letter to the franchise and proof of what happens when physical space meets passionate fandom.

## THE DETAILS:

### SKILLSET:

- Creative Direction
- Environmental Design
- IP Integration
- Interactive Strategy
- Fabrication Oversight
- Cross Team Alignment

### IMPACT:

- Brought legendary IP to life through immersive retail
- Engaged fans through physical storytelling and hands-on discovery
- Generated organic buzz and fan pilgrimage moments

### RESULTS:

- Global Coordinated Launch
- Strong organic reach + fan engagement
- 2025 Shop! ANZ Award Winner
- Social shareability and influencer pickup

# FEATURE PROJECT: HOLIDAY '24 SET

## THE CHALLENGE:

Reimagine the holiday retail experience by combining the luminous brand energy of Copilot+PCs with a seasonal aesthetic, creating a cohesive, festive environment across global flagships.



## THE NARRATIVE:

For Holiday 2024, our creative direction was inspired by illumination, both literally and metaphorically. Building on the recent Copilot+PC launch, we infused Microsoft's NYC, London, and Sydney flagships with a vibrant palette of pinks, blues, purples, and greens, transforming the stores into celebratory spaces that felt both future-forward and emotionally warm.

I led the visual merchandising direction, prop and fixture design, and the production of key experiential elements across all three locations. The design introduced new lit tabletops, seasonal signage, and integrated content moments, ensuring that video walls, marketing assets, and physical build-outs all worked in harmony. This cross-channel consistency elevated the experience and created a true sense of occasion.

## THE DETAILS:

### SKILLSET:

- Seasonal Concept Direction
- Visual Merch & Fixture Design
- Prop Strategy & Fabrication Oversight
- Cross-Team Creative Alignment
- Global Rollout Execution

### IMPACT:

- Seamlessly blended brand storytelling with festive design
- Delivered immersive, shareable holiday moments
- Created a consistent, high-impact global experience

### RESULTS:

- Strongest holiday sales performance since Pre-Covid
- Positive customer and store team feedback across all regions
- Elevated execution and cross-functional collaboration

# FEATURE PROJECT: COPILOT+PC LAUNCH

## THE CHALLENGE:

Create an immersive, retail-ready launch experience for Copilot+PC — translating a complex tech story into a clear, emotionally engaging customer journey that aligned with the campaign’s “dawn of a new era” theme.



## THE NARRATIVE:

The Copilot+PC Launch challenged us to translate a highly technical, forward-looking product story into a physical experience that felt intuitive and inspiring. I led the creative strategy and direction for Microsoft’s NYC flagship and Experience Centers globally, building a campaign rooted in light, discovery, and simplicity. From dynamic window activations to educational demo tables and immersive wall installations, we created an ecosystem that helped customers understand the value of AI-integrated PCs and feel part of the future.

## THE DETAILS:

### SKILLSET:

- Concept Direction
- Brand & Product Marketing Collaboration
- Visual Merchandising Strategy
- Window & Fixture Design
- Cross-Functional Partner Alignment
- Agency & Vendor Oversight

### IMPACT:

- Brought an abstract AI story to life through tangible design
- Elevated product education with visual storytelling
- Set a new creative standard for future product launches

### RESULTS:

- Global window displays & in-store transformation
- 12+ redesigned demo zones across markets
- Unified retail, training & VM strategy
- Amplified visibility across global launch

# FEATURE PROJECT: WONKA HOLIDAY WINDOW

## THE CHALLENGE:

Create an emotionally engaging holiday window centered around an existing Xbox & Wonka Movie LP&C partnership.



## THE NARRATIVE:

The Wonka Holiday Window was a milestone project where I led concept creation and end-to-end production in collaboration with Warner Bros. We designed a custom, interactive “Chocolatiers Toolbox Puzzle” experience that brought the Wonka world to life across three flagship locations. The activation drew over 6,000 engagements in-store and generated 5M+ impressions online. It was a standout blend of immersive storytelling, creative execution, and digital reach that positioned it as a benchmark in experiential marketing.

## THE DETAILS:

### SKILLSET:

- Concept Ideation & Creative Direction
- IP & Studio Collaboration (WB)
- Interactive Experience Design
- Agency & Vendor Management
- Fixture Planning & Visual Merch
- Onsite Activation Training

### IMPACT:

- Reframed a seasonal display as an immersive IP story
- Blended nostalgia with interaction to deepen engagement
- Set a new creative bar for holiday windows

### RESULTS:

- Global flagship launches
- 5M+ Social Impressions
- 6,000+ Puzzle Engagements
- 2024 SHOP! ANZ Award Winner
- Co-Created with WB

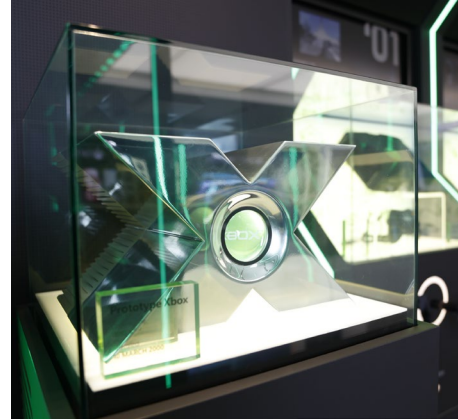
### VIDEO

- [Linked Here](#)

# FEATURE PROJECT: NYC LEVEL 2 XBOX REMODEL

## THE CHALLENGE:

Consolidate and elevate Xbox storytelling across the flagship store, making the brand more visible, immersive, and accessible, while unlocking Level 3 for event programming and alleviating the need to staff 3 floors full time.



## THE NARRATIVE:

This multi-phase transformation of Microsoft's flagship store reimagined Level 2 as the permanent home for Xbox, shifting it from a product display to a curated, brand-first experience. My goal was to reintroduce Xbox as a lifestyle platform, not just a console, and to do it in a way that respected both form and function.

I led creative direction, production oversight, and budget management from concept through completion. The project included new flooring, built-in visual storytelling moments like the History of Xbox wall, a redesigned Controller Display, and a dedicated Cloud Gaming zone. Every surface was touched, from lighting and layout to materials and flow. The result was a complete floor takeover that not only consolidated Xbox presence but also created a more discoverable, immersive experience for customers and fans. It is now a key destination within the store and a foundational layer for our future gaming activations.

## THE DETAILS:

### SKILLSET:

- Concept Direction
- Design Strategy
- Full-Floor Experience Planning
- Fixture & Material Selection
- CapEx Management
- Phased Execution
- Leadership Approvals & Cross-Team Alignment

### IMPACT:

- Elevated Xbox visibility and engagement
- Improved storytelling through spatial design
- Optimized Level 3 for high-impact events

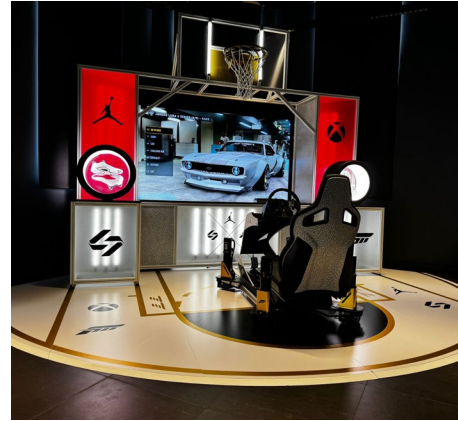
### RESULTS:

- Stronger Xbox product sales
- Higher event attendance post-remodel
- Notable lift in CSAT and floor experience ratings

# FEATURE PROJECT: JORDAN X XBOX COLLAB

## THE CHALLENGE:

Celebrate the launch of the Jordan Luka 3 “Motorsport” Forza collaboration and bring sneaker culture into Xbox retail through a bold, multi-market activation.



## THE NARRATIVE:

In partnership with Jordan, Luka Dončić, Xbox, and Forza, we created a globally scalable experience that merged gaming, culture, and performance design. Inspired by the Jordan Luka 3 Motorsport colorway, also featured in-game as a custom 1969 Camaro, this activation celebrated sneaker and automotive roots in real space.

I led concept development and managed production and rollout across NYC, London, and Sydney Experience Centers. Each city received a unique display: a motion driving simulator wrapped in Luka 3 branding, a Jordan-inspired frame, a custom Xbox basketball hoop, and a statement-making hero display featuring Forza Tires that doubled as product pedestals to display the console and controller.

## THE DETAILS:

### SKILLSET:

- Concept Design & Direction
- Global Production Oversight
- Agency Management & Rollout
- Fixture & Prop Development
- Market-Specific Customization

### IMPACT:

- Merged sneaker and automotive culture with immersive brand storytelling
- Created shareable, photo-worthy moments that connected across fan communities
- Delivered a scalable design adaptable to three distinct store layouts

### RESULTS:

- Global Social Amplification
- Full creative approval and support from Jordan & Luka brand teams
- Extended Activation duration based on continued fan engagement.

# ADDITIONAL SELECTED WORKS

## BUILDING WORLDS

Great experience design invites people into something bigger than a moment — it creates a world they can feel, explore, and remember. These projects each brought storytelling to life through immersive physical spaces that blurred the lines between product, fandom, and narrative.



### **SURFACE X LIBERTY POP-UP**

An unexpected fusion of fashion and technology, this installation at Liberty of London translated a premium device launch into a tactile, story-driven retail moment rooted in heritage, elegance, and modern design.



### **MCLAREN RACING SIMULATOR**

A visceral, motion-enabled driving experience built inside a real McLaren chassis. This installation transformed our NYC flagship into a high-performance brand moment that merged engineering, adrenaline, and play.



### **HALO WARTHOG SIMULATOR**

A life-size Warthog converted into a custom gaming rig — designed in partnership with 343 Industries and Forza. What began as a museum piece became a permanent, buzzworthy attraction and a tribute to IP-driven innovation.

# ADDITIONAL SELECTED WORKS

## BRINGING IP TO LIFE

Some of the most powerful experiences are born at the intersection of beloved worlds and real-world interaction. These projects translated iconic IP into immersive physical moments — building emotional connection through design, tactility, and scale.



### **XBOX | BARBIE MOVIE COLLAB**

A joyful, inclusive activation that turned Xbox racing sims into Barbie's signature convertible and featured fully accessible, life-size Barbie boxes. Designed for virality, fandom, and fun — without compromising on accessibility or design integrity.



### **DUNE ORNITHOPTER EXPERIENCE**

In partnership with WB, we brought the Dune universe to life through a large-scale outdoor activation centered around the iconic Ornithopter. Combining industrial design with sculptural storytelling, the piece immersed fans in a world of sand and sky.



### **LEAGUE OF LEGENDS STATUES – NYC LEVEL 3**

Custom-built statues and display moments for League of Legends transformed Level 3 into a fandom-driven flagship gaming hub. These pieces became social media magnets and anchors of the store's immersive gaming narrative.

# ADDITIONAL SELECTED WORKS



## CREATING PEAK MOMENTS

Some experiences are built to last — others are designed to leave a lasting mark. These projects created bold, memorable moments that celebrated community, inclusion, and cultural relevance, turning physical space into emotional connection.



### MICROSOFT STORE ANNUAL MEETING

A massive, multi-day transformation of a global leadership summit into a fully immersive expo experience. I led creative strategy, environmental design and production across dozens of demo zones; turning a corporate setting into a hands-on, high-energy expression of product storytelling and team pride.



### ADAPTIVE HARDWARE DISPLAY

This accessibility-focused installation showcased Microsoft's adaptive hardware with empathy and intent. Designed with input from the disability community, the display featured height adjustable desks, hands on demos, and braille integration, making inclusive design the centerpiece, not the afterthought.



### SURFACE | BEATPORT DJ BOOTH

Part activation, part performance platform — this custom DJ booth brought Surface's power and precision to life through live sets and product demos. Designed to be both a tactile, hands-on display and a functioning stage, it became the heartbeat of multiple flagship locations and live retail events.