

Michael Scott Worobec

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Concept Imaginer, Senior Designer, Landscape Designer, Master Planner, Illustrator

Trained in Landscape Architecture, Environmental Design and Fine Arts
Extensive U.S. and International Experience

EXECUTIVE PROFILE

Experienced concept imaginer, master planner, landscape designer, senior designer, illustrator and facilitator to an extraordinary portfolio of exceptionally diverse commercial, residential, high-concept urban planning and entertainment projects

Insightful catalyst to design team professionals and clients leading to the rapid development of visual possibilities for projects

Gifted communicator of ideas, impressions, and visual structure of projects through an effective combination of idea generation, freehand sketches and visualization techniques

Recognized ability to establish the ongoing character of a project and gain client-investor approval

Inspirational motivator to architects, landscape architects, urban planners, interior designers, developers and other professionals based on keen personal and professional working knowledge, high-concept perspective and prolific production

CORE COMPETENCIES

Strong concept and schematic design, research, presentation and communication skills

Established reputation for creating and implementing innovative quality environments in a variety of global locations, social contexts, business groups and market areas

Proven ability to work in a team setting and collaborate successfully with client relations, senior management, design teams and support staff

Outstanding work ethic and steadfast perseverance

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

MSW STUDIO DESIGN, Portsmouth NH (www.msw-studiodesign.com)

Founder, Managing Director

2001- present

MSW Studio Design is an environmental design studio founded by artist and designer Michael S. Worobec. The Studio provides design offices with cost effective, creative and innovative environmental design capabilities.

Partnering with architects, planners, interior designers and other professionals as an independent design consultant, Studio Design has produced thoughtful, functional and outstanding place making themed driven solutions for exclusive spa-resorts, first-class hotels, leisure resort facilities, urban environments, retail and entertainment projects, and landscape design throughout North America and Caribbean plus overseas in Western Europe and Pacific Rim.

For example, MSW was approached by the architects of Arrowstreet Inc., (www.arrowstreet.com) to assist in the conceptual development of a master site expansion plan for L.L. Bean's retail village in Freeport ME. Working closely with the project's development team and design architects from Arrowstreet, Michael assisted in developing the site program, development

plan and provided story board sketches that illustrated the plan's initial design intent. Inspired by LL Bean's commitment to outdoor lifestyle and environmental activism the project included gear and clothing shops, indigenous landscapes, a feature pond and water course for rod and paddling sports, an extensive 4-season bolder and climbing wall, mountain bike and cross country test trail, gear testing stations, outdoor amphitheater, and a vendor's row for peddling regional arts and crafts. The resulting project presentation and initial phases of construction were praised by the client:

"Your team's efforts, quality of work, innovation, flexibility, communication, project management, adherence to details and creativity was simply outstanding."

Robert Peixotto, COO L.L.Bean

**Development Design Group Inc., Baltimore MD (www.ddg-usa.com)
Senior Designer, Landscape Designer, Concept Imaginer
2007-2008**

Development Design Group is an international planning, architecture and design company renowned for its ability to deliver creative land use and project feasibility solutions for commercial/leisure centers.

Michael Worobec was employed by DDG as an in-house resource made available to its various architectural and interior design teams to provide such services as place-maker Imagineering, landscape development, and free hand graphic capabilities.

Creative and environmentally sensitive design solutions were developed for new commercial centers, streetscapes, town center revitalization plans, and leisure resorts in North America, China and India.

**Gregory Lombardi Design Inc., Cambridge MA (www.GLDI.com)
Senior Landscape Designer
2003-2005**

Gregory Lombardi Inc. is a boutique design office providing landscape and environmental design services for premiere residential and resort clients on the New England Cape, Boston MA and Palm Beach FL. *[cont. next page]*

Employed as Senior Landscape Designer and Master Planner at GLDI, Michael Worobec developed landscape plans and oversaw construction for several highly exclusive New England residential estates and a Gold Coast-Palm Beach cottage. Michael also served as project coordinator and lead designer of the Strategic Vision and Landscape Master Plan for The BREAKERS Palm Beach FL.

FITCH Inc., Orlando FL (www.fitch.com)

**Associate Vice President – Senior Designer of Consumer Environments
2000-2001**

FITCH Inc. is a London based multidisciplinary design consultancy that is totally consumer focused - intent on delivering “...*vivid experiences that enhance people’s lives at every point of interaction.*” Fitch Inc. was named the “*Design Firm of the Decade*” for the 90’s. The company founded its new Entertainment Division in Orlando, Florida - The Entertainment Capital of the World.

Michael was invited to become one of the initial four person design team that either lead or assisted various FITCH offices in the place making and theming efforts for family entertainment and commercial projects of COSI (www.cositoledo.org), FAO Schwarz, GENSLER - Los Angeles, St Joe’s ARVIDA, Disney World, and EDSA - Orlando.

URS Entertainment Services, Orlando FL

**Senior Designer and Illustrator
1999-2000**

URS Entertainment Services was an entertainment services group founded by the original managing partners of HOK Studio E.

While Senior Designer and Illustrator at URS, Mr. Worobec visualized the Wolfsburg *ErlebnisWelt* Master Plan that refashioned a German industrial city - home to the Volkswagen automobile company - into a vibrant bustling Euro tourist destination having such attractions as a new science center, soccer stadium, water park, indoor ski hill, extreme sports center, amusement park, and revitalized retail, business and theater districts.

HOK STUDIO E, Orlando FL
Associate Designer and Illustrator, Entertainment Division
1996-1999

HOK Studio E was the original entertainment division of HOK established to service large scale entertainment projects like City Walk at Universal Studios Florida.

While an employee of HOK Studio E Mr. Worobec assisted a team of talented designers in the concept development and rollout of Europe's then leading trend setting integrated leisure center - Heron Center (www.heroncity.com). The centers were conceived as locally theme-based modern and sophisticated mixed use developments offering such attractions as multiplex cinemas, fitness facilities, family entertainment centers as well as shops, cafes, bars, discos and high energy public social spaces.

Other projects included the planning and schematic design of leisure entertainment facilities, theme parks and historical attractions in Western Europe, Dubai and India.

RTKL Associates and RTKL ID8, Baltimore MD
Associate Designer – Landscape, Planning and Entertainment Divisions
1990-1996

Baltimore MD based RTKL is one of the world's largest architecture, engineering and planning firms having offices worldwide.

As Associate Designer and Illustrator, Mr. Worobec traveled internationally assisting various design teams to visualize their project presentations with freehand sketches. As a member of the Landscape and Planning Departments Mr. Worobec developed concept and schematic landscape plans with freehand working drawings for a wide assortment of urban developments, leisure resorts and mixed use developments.

LDR International, Columbia MD
Associate Designer and Illustrator
1984-1990

LDR International (now a division of HNTB) was one of the design industries leading regional landscape, planning and urban design firms that

serviced the booming 1980's District of Columbia, Maryland and Virginia tri-state expansion.

While employed by LDR, Michael Worobec was primary responsible for visualizing the pedestrian experience of city and land planning projects being developed by the firm's senior planners, landscape architects and urban designers. Projects included large residential and mixed use developments, open space planning, new town center parks, streetscapes and urban revitalization plans.

EDUCATION AND ADVANCED STUDIES

Master of Landscape Architecture, University of Pennsylvania Graduate School of Fine Arts, Philadelphia, PA

Bachelor of Fine Arts with Honors, Pratt Institute School of Fine Arts, Brooklyn, NY

"Advanced Drawing", Carnegie-Mellon University of Fine Arts, Continuing Studies, Pittsburgh, PA

"Sustainable Landscape Architecture and Ecotourism" Seminar

"Advanced Architectural Delineation" Seminar

Harvard University Graduate School of Design, Cambridge MA

PUBLICATIONS

Developing Retail Entertainment Destinations – 2nd Edition, ULI

Development Handbook Series, Urban Land Institute, 2001.

Contributing Illustrator

Shopping Center Development Handbook – 3rd Edition, ULI Development

Handbook Series, ULI, 1999.

Contributing Illustrator

Drawing and Designing with Confidence by Mike Linn, Van Nostrand

Reinhold, 1993.

Contributing Illustrator

Marker Magic – The Rendering Problem Solver for Designers by Richard McGarry and Greg Masden, Van Nostrand Reinhold, 1993.

The Renaissance Continues: A 20 Year Strategy for Downtown Baltimore,
by The Strategic Management Committee of Baltimore, 1991.
Contributing Illustrator

Mission Grand Axe
Pandora Editions/EPAD, 1991.
Contributing Illustrator

Designing the Successful Downtown by The Downtown Development
Foundation, Urban Land Institute, 1989.
Contributing Illustrator

*Water, Earth and Fire: Land Use and Environmental Planning in the New
Jersey Pine Barrens* by Jonathan Berger and John W. Stinton, John Hopkins
University Press, 1982.
Illustrator

Nature's Design by Carol A. Sawyer, Rodale Press, 1982.
Contributing Illustrator

TEACHING EXPERIENCE

University of Pennsylvania Graduate School of Arts
Departments of Landscape Architecture and Design of the Environment
Studio Design and Drawing Instructor, Guest Critic and Graduate Teaching
Assistant