



MAGIC OF DISNEY'S  
**ANIMAL  
KINGDOM**

**Joe Rohde, Portfolio Creative Executive at Walt Disney Imagineering**

Joe Rohde is a portfolio creative executive at Walt Disney Imagineering, the branch of the Disney Company that creates everything, including cruise ships, theme parks, rides and attractions, hotels and infrastructure systems. Joe has spent thirty seven years with the company, starting his career as a model designer on Epcot, and continuing with projects at Disneyland in California, Walt Disney World, Paris Disneyland Resort, and Hawai'i. Joe led the team that conceptualized, designed and built Disney's Animal Kingdom at the Walt Disney World resort in Orlando, Florida, and he shares his expertise in National Geographic's *"Magic of Disney's Animal"* on Disney+. He is also responsible for the creative design and content of Aulani, A Disney Resort and Spa, at Ko Olina, O'ahu, Hawai'i. Joe led the team that designed "Pandora: The World of Avatar" at Disney's Animal Kingdom and the "Guardians of the Galaxy - Mission: BREAKOUT!" attraction at Disney's California Adventure.

He speaks regularly on the art of cultivating creative innovation through narrative framing and has spoken at NASA, the Association of Zoos and Aquariums, the TED conference and been the keynote speaker at Siggraph in Boston and Yokohama, as well as many other venues. Joe is a graduate of Occidental College in Los Angeles and lives in Altadena, California.