

Ava Herron^(she/her)

Production Designer and Technical Leader

With over a decade of experience, I'm a Technical Director specializing in engineering and the production of multi-million dollar live events for high-end clients, including Fortune One. My extensive background spans national tours, mega-churches, and Broadway-caliber theaters, where I've consistently delivered exceptional results in diverse, high-stakes environments. A proven leader who has doubled team sizes and provided individual mentorship, I am a rapid and deep learner passionate about sharing my technical expertise and collaborating with teams committed to excellence in storytelling.

Key Clients and Projects

- Walmart Marketplace Sellers Summit
 - Served as Technical Director and Production Designer for an annual multi-million dollar event attended by 4000 people.
 - My general session design received high praise from several top Walmart executives stating "the most interesting design we've ever seen"
- 2021 Presidential Inauguration
 - Drafted precise CAD drawings for National Park Service permits and coordinated on-site logistics for external vendors, contributing to the successful execution of a globally broadcasted event under strict regulatory guidelines.

Tech Team Lead | **avad3 Event Production** 2024 - *Current*

- Responsible for \$500k annual production budget
- Ensured profitability margins within technical budgets for over \$12 million in annual productions
- Managed and trained a team of over 50 designers, engineers and technicians
- spearheaded strategic initiatives, overhauling workflows and operational processes for greater efficiency.

Technical Director | **avad3 Event Production** 2022 - 2024

- Grew internal team 50% year over year, leading their strategic growth and professional development.
- Enhanced operational capabilities, allowing the business to scale to successfully produce multi-million dollar events for Fortune 1.

Live Event Professional | **Freelance** 2019 - 2022

- Pivoted to video production/motion graphics for virtual events, diving deep into 3D modeling and animation, helping clients reach thousands of viewers during the COVID-19 pandemic.

Technical Director | **The Academy Center for the Arts** 2018 - 2019

- Oversaw technical implementation for a \$30 million theater renovation.
- Directed stage design, construction, and execution for the Youth Summer Theater Program as well as professional opera productions and community theatre programs.

Lighting & Stage Designer | **Fellowship Bible Church** 2012 - 2018

- Led \$200K overhaul of lighting infrastructure.
- Directed stage design projects, ensuring on time and on budget delivery across 7 unique venues.
- Led a team of over 30 lighting volunteers, growing their experience and knowledge of worship lighting.