

BRYAN ASSI

DRONE SHOW DESIGNER
& CREATIVE DIRECTOR

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EXPERIENCE

Three Fish Studios

Mar 2018 – Present

Founder | Drone-show design since 2024

- Provide creative direction and design for drone shows and immersive experiences, guiding projects from early concept through production and delivery.
- Build custom formation-design tools for visual exploration and show production.

ADHOC Creative House

Feb 2026 – Aug 2026

Creative Director | Independent Contractor

- Designed the majority of ADHOC's large-scale shows (1,000+ drones) and major-IP productions, leading creative direction during its foundational period.
- Contributed designs to multiple Guinness World Record-setting performances. Lead show-design credits include Masters of the Universe and Project Hail Mary.
- Mentored junior designers, developed ADHOC's brand identity, and oversaw social media and brand content strategy.

Verge Aero

Apr 2024 – Sep 2025

Show Designer

- Designed and executed drone shows from concept to live performance using Verge Aero's proprietary design and control systems.
- Operated and supported setup, execution and teardown for shows with up to 1,800 drones and audiences exceeding 100,000.
- Created video tutorials and documentation translating complex software tools into accessible walkthroughs for new and experienced show designers.

SKILLS & CERTS

Design 3D formations, animation, lighting, previsualization, music synchronization.

Tools Verge Aero Designer, Blender, TouchDesigner, Adobe Illustrator, Final Cut Pro, Ableton Live, Resolume.

Certifications FAA Part 107 Remote Pilot Certificate; EASA A1/A3 Open Category Certificate (Luxembourg).

EDUCATION

The University of Texas at Austin

Dec 2025

Bachelor of Science in Arts & Entertainment Technologies