



Bruce Vaughn
Chief Creative Officer,
Walt Disney Imagineering

As chief creative officer of Walt Disney Imagineering, Bruce Vaughn co-leads the global multidisciplinary team behind the creation of Disney theme parks, attractions, resorts, cruise ships and entertainment experiences. Bruce focuses on innovative ways to transform the company’s extensive collection of beloved franchises, characters and stories, collaborating with peers from across The Walt Disney Company – including Lucasfilm, Marvel Studios, Pixar Animation Studios and Walt Disney Animation Studios, as well as Consumer Products, Games and Publishing, and Disney Theatrical Group– to create groundbreaking immersive experiences that delight guests around the world.

In his role, Bruce oversees the innovation pipeline of Walt Disney Imagineering Research & Development, early creative explorations that are part of our “Blue Sky” process, and concept development – all critical elements as Imagineering embarks on an era of tremendous growth and unprecedented investment across Disney parks and experiences worldwide.

Bruce first joined Imagineering in 1993 as a senior technical specialist and went on to hold several roles of increasing responsibility — including leading WDI Research & Development and, ultimately, executive vice president and co-leader of the entire organization. As a creative leader, Bruce helped bring to life several major projects including Pandora – The World of Avatar at Walt Disney World Resort, the expansion of Hong Kong Disneyland from 2011 to 2013, and Shanghai Disney Resort in 2016 — along with creative concepts and early development for Star Wars: Galaxy's Edge at both Disneyland Resort and Walt Disney World Resort.

Bruce departed Imagineering in 2016 to serve as CEO and CCO of Dreamscape Immersive, where he led efforts to advance virtual reality technologies. Prior to rejoining Disney in his current role in 2023, he oversaw experiential creative product efforts for Airbnb. Additionally, he taught courses on experience design as a professor at the UCLA School of Theater, Film, and Television for more than 15 years.

Bruce graduated cum laude from Colgate University in 1988 with a Bachelor of Arts degree in English literature and a minor in art history.