
SUMMARY

Creative and vibrant professional with 15+ years expertise in all aspects of successfully developing and launching several categories including, toys, jewelry clothing, ornaments, infant and baby care products. Excel in managing multiple projects concurrently with strong detail, problem solving and follow-through capabilities. Demonstrated ability to manage, motivate and build cohesive teams that achieve results. Expertise includes presentation and contract negotiations, budget management, supervision of design staff and freelancers and coordination with Licensors.

KEY QUALIFICATIONS

- * Strong working knowledge of the toy industry
- * Ability to recognize the commercial viability of a product
- * Solid people, project, timeline and budget management skills
- * Experienced controlling the process budget including prototypes, freelance design staff, and creative services
- * Recognized problem solver; create solutions within budget without sacrificing the integrity of the product
- * Familiarity with all aspects of product development cycle, including design, engineering and sourcing
- * Ability to recognize the viability of a product with respect to budget and timeline constraints and make intelligent product continuance decisions with the Marketing Department
- * Ability to manage overlapping timelines and meet deadlines
- * Superior design sensibilities supported by 3-D rendering skills
- * Collaboration with Licensors and designing licensed product; ensure licensees followed all guidelines for licensed products
- * Management of advertising, catalogs, website, direct marketing and sales
- * Developed long lasting, loyal relationships with team members and buyers
- * Management of sensitive prototype and design materials
- * Responsible for market research, new trends, creative brainstorming and innovative product ideas
- * Management and research of patents and logos

ACHIEVEMENTS

- * Designed Fisher-Price Link-a-Roos Infant line; generating \$10M in sales
- * Invented and developed Irwin Toy's Baby Reads to Me. TV promotional doll; sales generated \$10M
- * Invented and received Inventor of the Year award from Mattel for the Cabbage Patch Kick and Splash Baby, a TV promoted doll; Sales generated \$45M
- * Designed and developed Hasbro Trolls Line; Generated sales \$36M
- * Developed brands including; Lil' Darlings, Childhood Verses, Rosie Doll, Patti Doll and Marilyn Monroe Doll; Combined sales generated \$25M
- * Developed Jelly Bean Jungle Toy Line, TV promotional, Girlhood Journeys Doll Line; Sales generated \$50M

PROFESSIONAL EXPERIENCE

Serious Fun Design Inc; Mount Kisco, New York
Creative Services Manager

1988-Present
2005-Present

Focused on early product development leading to the creation of new brands and trends. Designed the 'Fisher-Price Link-a-Roos' Infant line; generating \$10M in sales. Researched and analyzed trends and consumer desires and collaborated with the marketing department to create branded and/or licensed products to present to the public.

CREATIVE NAME

1230 Happy Hill Road
Happyville, New York 10579

123.456.7890
happy@happy.com

Product Manager 1998-2005

Extensive staff, administrative and product project management. Extensive work in consumer product design including; presentation, production and merchandising. Developed new business and marketing methods; managed product budgets, merchandising and day to day operations. Served as Design Consultant for Ertl Toys from 2000 - 2003. Developed Jelly Bean Jungle Toy Line, Girlhood Journeys Doll Line, and the Sunflower Press - Blaze International Licensed Books with plush puppets series, and Licensed Sesame Street and Disney Characters

Product Designer 1988-1998

Developed products from concept through production. Provided graphic and package design for select projects.

Product Manager Girls Toys, New York, New York 1985-1988

Worked with in house design staff and outside resources to design and develop new product lines. Designed Blinkins girls' toy line: the first girls promotional line for LJN Toys. Collaborated extensively with Asian manufacturers to ensure quality, safety production and budget standards.

Head Designer General Mills Toy Group, New York, New York 1981-1985

Developed the original Strawberry Shortcake and Care Bears licensing program.

EDUCATION

BFA School of Visual Arts, New York, New York 1978

Graduate Courses in Industrial Design, Parsons School of Design New York, New York 1981-1983

AFFILIATIONS

Member, Women in Toys

Member, Toy Designers

Member, KidToyology

Member, Kidstuff

Member Consumer Packaged Goods

COMPUTER SKILLS

* Mac and PC

* MS Word

* MS Excel

* Microsoft Office

* MS PowerPoint

* Dreamweaver

* Photoshop

* InDesign

* Illustrator