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PROFESSIONAL EXPERIENCE

Epic Story Media, Inc. Toronto, Canada and Irvine, CA

2019 – Present

Head of Product Development and Creative Services - Contract

Product development and creative services lead, styleguide creation and execution, packaging design and development, and marketing visuals for: Bear Grylls; Young Adventurer, Pokoyo, Slugterra, Chaotic, Fire Engine Ray, Haley and the Hero Heart, Bubble's Resort, Smash Down and Zombie Pets.

- Input and recommendation for corporate systems and structure implementation, strategic and tactical oversight of design, development and approval of all merchandise for all of Epic Story Media's intellectual properties including: initial show style and character development, script review, story arc input, logo and styleguide creation, implementation of systems for approvals both internally and with foreign agents, management of approvals for all submissions, completing thorough follow-through and maintaining strong relationships with all licensees.

DHX Media, Toronto, Canada and Irvine, CA

2017 – 2019

Head of Product Development and Creative - Contract

Lead all product development, styleguide creation and execution, packaging design and development, and marketing visuals for Mega Man Fully; Charged, Massive Monster Mayhem and Rev & Roll.

- Strategic and tactical oversight of creative, product development and approval of all merchandise for DHX Media's intellectual properties. These include; show style, character design and character development, script review, story arc input, logo and styleguide creation, implementation of systems for approvals internally, management of approvals for all submissions, completing follow-through and maintaining strong relationships with all partners for multiple season product rollouts.
- Launched toys lines for Mega Man; Fully Charged with Jakks Pacific, Massive Monster Mayhem and Rev & Roll with The Alpha Group, and spearheaded all creative for global marketing initiatives.

Spin Master, Inc. Los Angeles, CA

2016 – 2017

Director of Design – Meccano, Erector and Construction Toys

Drove the design and future product vision for the Meccano/Erector Brand, CES last gadget standing winner, oldest toy brand and 2015 Innovative TOTY award. Oversaw all aspects of design and development for new and carry forward products. Reported into the Global Business Unit Leader.

- Successfully lead all levels of toy and packaging creation as well as all development including; low, medium and high complexity product types, leading a team of four multi-disciplined designers and two design managers in the creation and execution of Meccano/Erector toys.
- Developed future product vision and created 5-year new product and brand strategy. Streamlined existing system.
- Worked hand-in-glove with CMO to sell product concepts both internally at executive internal line reviews and external customer previews.
- Communicated strong vision for each product assigned in visual, verbal and prototype forms.
- Monitored all new product development to ensure key new product development launch dates were achieved and that the team were delivering on all aspects of the development process.

PROFESSIONAL EXPERIENCE CONTINUED**Equity Management, Inc.** San Diego, CA**2015 – 2016****Vice President Product Development & Creative**

Oversaw a six-person team that reviewed all licensed product submissions to ensure optimization of each brands' equity through design, quality, safety and functionality. Resolved product development issues with licensees and clients to gain approval of licensed products. Major clients included: General Motors, Nissan, Infiniti, Kawasaki, General Electric, Whirlpool, Maytag, KitchenAid, American Airlines, Hefty, Good Year, La-Z-Boy, Dr Pepper, 7up, Torani, Bell Helicopter, Lockheed Martin and Cessna.

- Reported directly to EMI's President and CEO and functioned as the primary internal resource in the creative, product development and administration area.
- Enhanced licenses' products by providing input regarding design, equity interpretation and product positioning that ensured excellent quality and delivered product functionality.
- Led review and approval of all licensed products, packaging, product catalogs, advertising and collateral materials from concept to final production stage.

Twentieth Century Fox Filmed Entertainment Los Angeles, CA**2012 – 2015****Director Global Creative; Fox Consumer Products**

Responsible for the creative oversight of product development including initial concept generation, packaging, and prototype evaluation. Worked to support corporate strategy as prescribed by brand. Ensured integration of approved visual identity across all deliverables. Brands included, The Simpsons, Family Guy, American Dad, The Cleveland Show, Ice Age, Alvin and the Chipmunks, Planet of the Apes, Diary of a Wimpy Kid, Homeland, Arrested Development, Firefly, Glee, Independence Day, Maze Runner, Sleepy Hollow, Rocky Horror Picture Show, 24, New Girl, and The Americans.

- Reported to the Vice President, Global Creative. Worked closely with cross-functional internal departments to manage key aspects of the business, including trend forecasting, product development, retail, marketing and public relations.
- Translated marketing and sales objectives into viable creative programs and strategies and directed the creative team in the production of brand identity programs, promotional programs and marketing collateral.
- Managed multiple creative projects from initial concept to completion. Ensured strict quality control over concepts, styleguide development and production projects. Managed in-house designers and external vendors along with workflow of projects including creation of production schedules and status reports to clients, while maintaining detailed specifications and budget requirements.

Capcom USA, Inc. San Mateo, CA**2009 – 2012****Creative Manager; Media and Consumer Products**

Provided creative direction, oversaw all stages of production. Implemented stringent quality control for the complete range of product concepts and designs submitted by licensees. Franchises included: Street Fighter, Resident Evil, Marvel vs. Capcom, Mega Man, Devil May Cry, Lost Planet and Dead Rising.

- Reported directly to CEO. Integral member of creative planning, strategy, promotions and growth of Capcom's merchandising business. Major responsibilities included: overseeing approvals for the \$1B box office and videogame franchise: Resident Evil and the Marvel vs. Capcom 3 licensing programs.
- Created all content, initiated and managed Capcom's avatar, gamer pic and digital downloadable content business, including wallpapers and themes for PSN and XBLA. Earnings for FY 2011 were \$750,000.
- Launched Street Fighter 25th Anniversary arts and custom tuner vehicle programs, including cross-promotions with top artist Ron English and creation of Street Fighter's first-ever custom-themed vehicle, based on Toyota's new Scion FR-S. This halo program celebrated the history of Street Fighter and elevated the brand beyond its current position in the marketplace.

PROFESSIONAL EXPERIENCE CONTINUED

Jakks Pacific Inc. Malibu, CA

2008 – 2009

Senior Director of Design; Boys Action

Directed, managed and guided a team of ten direct reports in the entire toy design and production process. Responsible for all design and product development for Pokémon, WWE, UFC, American Gladiators and Jakks Pets.

- Consistently delivered successful, compelling product that met or exceeded marketing's and sales' objectives. Shipped on-schedule and came in within strict cost constraints.
- Took over direction of the \$70M Pokémon brand. Initiated new processes that expedited licensor approvals, reduced development costs and helped obtain outstanding approvals. Strengthened and improved working relationship with Pokémon USA.
- Oversaw and ran all Toy Fair design, preparation, construction and execution for all the Boys Action brands. Spearheaded new development of all high-complexity toys and initiated the development of all new items for Boys Action brands.

Alliance Atlantis Communications, Inc. Santa Monica, CA, & Toronto, Canada

2004 – 2008

Director of Product Development; Merchandising and Licensing

Responsible for creative, art direction, development and approval of all merchandising and licensing programs for the following properties: CSI, CSI Miami, CSI NY, Dragon Booster, and Lunar Jim.

- Oversaw design, development and approval of all merchandise for a wide variety of Alliance's intellectual properties. Including: initial show style and character development, logo and styleguide creation, implementation of systems for approvals both internally and with foreign agents, management of approvals for all submissions, completing thorough follow-through and maintaining strong relationships with all partners up to, through and beyond production.
- Collaborated closely with Vice President of Merchandising and Licensing, Senior Vice President of Marketing and Producers, to strengthen and establish show styles, character creation and refinement to better meet the needs of our departmental goals and our partner's goals, thus resulting in increased revenues. Streamlined approval processes allowing for improved turnaround times and accelerated production schedules.

PREVIOUS EXPERIENCE

Playmates Toys, Inc. Costa Mesa, CA – **Senior Product Designer/Product Development Manager**

2001 – 2003

Mattel, Inc. El Segundo, CA – **Product Design Manager, Boys Toys**

1998 – 2001

Galoob Toys, Inc. South San Francisco, CA – **Preliminary Design Project Manager**

1997 – 1998

Freelance Designer, Los Angeles, CA

1994 – 1997

Renault Design Paris, France – **Designer; Production Exterior**

1990 – 1994

EDUCATION

Art Center at Night: Advanced Transportation & Product Design

Art Center College of Design - Pasadena, CA

Three years toward BFA in Industrial Design - Major: Transportation Design

College for Creative Studies - Detroit, MI