

## Profile

With an undergraduate in Industrial Design, a graduate degree in Marketing, and over a dozen patents and industry awards with two Fortune 500 companies, I've lead product and packaging design teams and provided innovative and financially successful brands and product lines. I am metrics driven, detail oriented, and structured individual with integrity, training in trend analysis, communication, leadership, and industrial organizational psychology. I have strong manufacturing, materials, and production experience including production in China, and am a highly creative individual with an enthusiastic personality that inspires others.

## Education

**Argosy University** - Masters of Business Administration with honors / Marketing  
**Art Center College of Design** - Bachelors of Science / Product Design

## Experience

### Gizmo Design

#### Product Design Consultant

9/2012 to present

Product design specializing in concept design, packaging, illustration, production, and soft goods. Clients include:

- Akona Scuba soft goods and packaging design with production interface with China manufacturer
- Awarded the Scholastic master license for the product line presentation for Spin Master
- Disney Imagineering prototype mechanism of a concept attraction
- Concept product design for Spin Master Toys of Toronto
- Soft goods and hard goods design for Atomic Aquatics

### Art Institute of California - Orange County

#### Industrial Design Chair

8/2004 to 9/2012

Created and managed the design program teaching product and packaging design to give competitive skills for the design job market. The program became top of all 52 campuses in salary and placement with prominent companies such as Tesla, Disney Imagineering, Porsche, BMW, Oakley, Kawasaki, and Black & Decker.

- Negotiated sponsorships with Kawasaki, Adidas, Taylormade, Disney Imagineering, and Black & Decker
- Produced 6 full size working vehicles outperforming Honda Design and Chrysler Motors, in competitions
- Placed graduates with such companies as Honda, Tesla, Oakley, Disney Imagineering, and BMW.

### Mattel Toys

#### Design Product Manager

4/1992 to 4/2004

Managed staff, staff development, capital expenditures, budget, and schedules, while securing 17 new licensed properties with "Survivor", "Star Trek", "Toy Story", all Pixar, and Disney properties including the award of the Warner Brothers Master Toy License for "Harry Potter". Designed and managed product and packaging lines including all print graphics production on packaging and game product elements.

- Created "See 'N Say" products winning awards for Best Toy selling over 800k units its first year
- Created Harry Potter and "UNO" product generating the largest division revenues for 7 years
- Personally awarded 7 industry design awards for creative product
- Secured 12 original patents licensed to Mattel Inc
- Created Disney Trivia with sales over 10M units due to unique packaging presentation

## Previous Experience

**Scubapro** - division of Johnson Wax

Senior Designer

Scuba Diving

**Hasbro Industries**

Senior Designer

Boys Division

**Tomy Corporation**

Designer

Boys Division

## Teaching

**Laguna College of Art and Design**

Adjunct Instructor

9/2021 to present

**Mount San Antonio College**

Lead Instructor

1/2017 to 9/2020

**California State University Long Beach**

Adjunct Instructor

1/2017 to 6/2017

**Art Institute of California - Orange County**

Department Chair / Instructor

8/2004 to 9/2008

**Otis College of Art and Design**

Adjunct Instructor

4/1998 to 8/2004

## Skills

Adobe Illustrator

Advanced

Adobe Photoshop

Advanced

Digital Illustration

Intermediate

Word / Excel

Intermediate

SLA / FDM Printing

Intermediate

Solidworks

Intermediate

Mechanical Design

Intermediate

Soft Goods Design

Advanced

Plastics Manufacturing

Intermediate

Monday

Intermediate

TSheets

Intermediate

Slack

Intermediate

MindBody

Intermediate

Dropbox

Intermediate

Google Docs & Drive

Intermediate

