mobile: 949 521-0123

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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

8/2004 to 9/2012

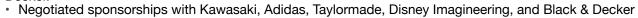
Product design specializing in concept design, packaging, illustration, production, and soft goods. Clients include:

- 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**

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.



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 Tovs

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 **Bovs 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 4/1998 to 8/2004 Adjunct Instructor



Skills

Digital Illustration Adobe Illustrator Adobe Photoshop Advanced Advanced Intermediate Word / Excel SLA / FDM Printing Intermediate Solidworks Intermediate Intermediate Mechanical Design Intermediate Soft Goods Design Advanced Plastics Manufacturing Intermediate Monday Intermediate **TSheets** Slack Intermediate Intermediate MindBody Dropbox Google Docs & Drive Intermediate Intermediate Intermediate

