
EXPERIENCE

PDP | VICTRIX (Performance Designed Products)

2022 – Present

Creative Director

Lead creative vision for #2 brand of video game controllers, audio headsets, e-sports controllers, soft and rigid carrying cases, and other accessories.

Work directly with Microsoft XBOX, Nintendo Switch, and Sony Playstation teams, developing products. Leading team of 6 graphic designers, industrial design contractors, and production artists responsible for packaging, tradeshow, environmental experiences, and retail POP. Develop retail POP for Walmart, Target, Best Buy, GameStop, Fred Myer, Amazon 5-Star stores, Smyths, and other retailers. Art direct IP from Nintendo (Legend of Zelda, Mario, Pikmin, Animal Crossing, Kirby, Mario Kart) Activision/Blizzard (Diablo, Call of Duty), The Pokemon Company, Hasbro (Transformers) Nerf, Sega (Sonic the Hedge Hog), 20th Century Fox (Minions), Disney (Marvel), and many more franchises and licensors. Train and mentor teams of graphic designers, industrial designers, 2D artists, Keyshot 3D renderers, packaging designers, CAD specialists, videographers, and photographers. Launched PDP's breakthrough product line 'REALMz' transparent video game controllers with dioramas featuring licensed figurines inside.

Educational Insights

2017 – 2022

Senior Design Manager

Art director and product design manager of industrial design, packaging, and branding for traditional and electronic toys. Mentored, trained and managed team of graphic designers and production artists. Directed 4,000 sq. ft. New York Toy Fair booths for 2019 and 2020.

Art director/principle designer of 57 SKUs across 15 lines, including these award-winning and nominated products:

- **Artie 3000™** 2020 Toy of the Year Award Finalist, Winner of 7 awards, and best seller in category.
- **GeoSafari® Jr. Talking Globe** featuring Bindi Irwin, Winner of 5 awards.
- **BrainBolt® & BrainBolt® Genius** Amazon #1 category best-seller 5 years in a row, Winners of 12 awards.
- **Design & Drill® Bolt Buddies®** line of 10+ reversible sustainable packaging playsets, 2020 TAGIE Award.
- **Circuit Explorer®** 2020 TAGIE Award Winner, and Winner of 3 awards.

Disney Publishing Worldwide DPEP

2016 – 2017

Font Compliance Specialist

Lead typeface identification, licensure and replacement projects for Disney Publishing and Imagineering. Directed contractors in software development for automated solution, process upkeep and training for augmented typeface replacement workflow system used by Disney, Marvel, LucasFilm Star Wars, Pixar, ABC Television, Muppets, Hyperion, and other franchise designers and contractors. Contributed book cover design, toy packaging, promotional content and conceptual materials for Disney Princess, Pixar, Star Wars and Disney STEM publications.

BEHR Paint

2014 – 2016

Senior Graphic Designer

Developed branding for KILZ lines of paints and primers. Designed branding for Magnolia Home™ by Joanna Gaines line of paint products, and accessories. Created branded experiences for Home Depot, Lowes, Ace Hardware, True Value, and Magnolia Home stores. Designed and developed custom 3D product shot generator software, eliminating thousands of hours of manual labor.

Walt Disney Parks and Resorts

2011 – 2013

Merchandising Professional Intern, Disney College Program

Merchandising department intern specializing in food & beverage packaging, consumer product design & trends, popcorn bucket design, and retail merchandising operations for WDPR. Contributor in product development and vendor relations for Star Wars R2-D2, Star Wars AT-AT, Dumbo, and Nightmare Before Christmas Zero popcorn buckets sold at Disney Parks. Completed leadership and B2B relations coursework, mentored and lead by Disney creatives at Team Disney Anaheim.

Freelance Art Director

2008 – Present

Contracted clients include: Apple Computer, Disney Consumer Products, Walt Disney Imagineering, Best Buy Geek Squad, AIGA, Girls Inc., Meals On Wheels, Pebble Watch Co.

CONTACT

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EDUCATION

Bachelor of Science

Graphic Design, 2014

The Art Institute of California—
Orange County

SKILLED IN

Consumer electronics and hardlines

Video game console accessories

Accessory apparel softlines

Electronic toys and learning tech

Traditional toys and board games

Industrial design direction

3D Concept, rapid prototyping

3D Rendering, animation

Graphic design, illustration

Brand identity development, integrity

Packaging design & structure design

Licenser collaboration

Trade show environmental design

3D printing, laser and vinyl cutting

Kiosk and POP display fabrication

SOFTWARE

Adobe Creative Cloud Suite:

Illustrator, InDesign, Photoshop

Keyshot, Boxshot Origami

Glyphs, FontLab, Fontographer

Microsoft Office Suite, Excel, Word

Monday.com, Wrike, PageProof

ACCOLADES & FEATURES

Toy of The Year Award Finalist 2020

TAGIE Award Winner 2020, 2021

People of Play Person of the Week

Fast Company Feature

The Dieline Feature

Packaging Digest Feature

Keyshot.com Featured Artist