

Creative Senior Designer with extensive experience in graphic design for global consumer brands. Skilled in developing style guides, franchise-based artwork, and trend-driven designs across retail and digital. Expert in Adobe Creative Suite, with strong abilities in creating assets, typography, and layout.

EXPERIENCE

Senior Designer / MGA Entertainment

May 2025 - Present

- Oversee, design, and manage branding projects including style guides, packaging, events, retail displays, and PR initiatives, ensuring high-quality, on-brand execution by creating detailed style guides and managing complex timelines and production schedules.
- Led communication with cross-functional teams to quickly and efficiently resolve any issues.

Design Manager - Creative / Jazwares Inc

Oct 2024 - Mar 2025

- Directed end-to-end design and development processes for global brand guides and packaging, ensuring alignment with brand integrity and consumer expectations.
- Designed innovative packaging by refreshing existing branding and introducing new creative approaches to meet evolving consumer demand.
- Manage project timelines and coordinate with cross-functional teams to ensure efficient production and on-time delivery.

Design Manager - Creative / Far Out Toys

Oct 2023 - Oct 2024

- Created and developed strategic brand direction across digital, print, packaging and retail.
- Developed comprehensive style guides and marketing assets for licensed and original IPs, integrating trend research and market insights to inform design direction and ensure relevance.
- Executed the full creative process from concept through production aligning designs with business goals and consumer appeal.
- Managed brand assets to ensure consistency and integrity across all platforms and teams.
- Collaborated cross-functionally with engineering, marketing, and PR to launch new product lines.
- Art-directed photo shoots to craft compelling visual narratives for packaging, retail, and promotional use.

Senior Designer/ Art Director - Freelance

Mar 2022 - Sep 2023

- Led end-to-end brand development for global clients, designing style guides, logos, color palettes, packagings and retail branding aligned with strategic goals.
- Provided creative direction to maintain brand consistency across digital and physical platforms.
- Collaborated with in-house teams to deliver user-centered design solutions that enhanced product innovation and market relevance.

EDUCATION

Art Center College of Design

Bachelor of Fine Arts,
Graphic Design

Springboards

UX UI Certification Course

Nov 2021 - Mar 2022

SKILLS

Brand Development & Strategy, Branding Design, Creative Direction, Visual Storytelling, Design Systems & Style Guides, Logo & Icon Design, Typography, Layout, Event & Trade Show, Cross-Functional Team Collaboration, User-Centered Design, UX/UI Design Principles, Market & User Research, Prototyping & Usability Testing

TOOLS

Adobe Creative Suite, Microsoft PowerPoint, Keynote, Excel, Figma, Sketch, Google Workspace (Docs, Slides), Slack

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EXPERIENCE

Senior Designer - Branding / Hasbro Inc

Feb 2015 - Oct 2021

- Led the end-to-end branding strategy and execution for the Deluxe Disney Princess line, a multi-million-dollar collector series, applying consumer-centered design to boost market appeal and sales.
- Developed comprehensive branding systems, including logos, style guides, and packaging, from concept through production for multiple collector lines.
- Oversaw brand consistency across diverse channels, tailoring strategies to the needs of specific global markets.
- Collaborated cross-functionally with licensing partners, product designers, marketing, events, PR, engineering, and project managers to align design solutions with user needs and business goals.
- Partnered with global brands such as Disney Princess, Trolls, and Uglydolls to deliver unique branding and graphic assets across multiple platforms.
- Designed compelling event branding for high-profile industry shows including NY Toy Fair and San Diego Comic-Con, enhancing brand visibility and engagement.

Senior Designer / Disney Store

June 2014 - Oct 2014

- Participated in rebranding initiatives for the core Disney Princess line and other movie-themed line, and collector line strengthening market positioning.
- Worked on stationery and other consumer products lines, expanding brand presence beyond core toy lines.

Senior Graphic Designer / Mattel Inc

Mar 2006 - Apr 2014

- Designed and delivered full-cycle packaging and graphic assets, including icons and patterns, for the globally successful billion-dollar franchise Monster High, Polly Pocket and Little Mommy.
- Created exclusive high-profile collector doll packaging for San Diego Comic-Con, earning a GD Award for outstanding design.
- Contributed to the development of comprehensive cosmetic and retail CP guides on Monster High brand, supporting consistent brand application.
- Provided art direction for global photo shoots, developing concepts and set designs that enhanced packaging and PR visuals

RECOGNITIONS

GD USA Award 2012

Monster High

Comic Con Pkg

B&W Frankie Pkg

GD USA / Matty Award 2012

Monster High

Core Packaging

GD USA 2010

Polly Pocket

Rebranding