



I'm a passionate Toy and Product Designer skilled at capturing trends and translating them into engaging toy concepts. I excel at managing multiple projects from concept to production, collaborating with teams and global partners to ensure market relevance and trend-right, consumer-centric product lines. With a keen eye for design and a love for storytelling through play and features, I create meaningful experiences.

## Experience

### Senior Designer- Mattel Inc.- Barbie

April 2021- Present

- Mapped out product lines for multiple Barbie segments, toy seasons, including seasonal, while closely following trends and competitors.
- Designed and managed projects from initial ideation through retail production, collaborating closely with global teams in Asia, and fellow designers to ensure relevance, visual continuity and trend alignment.
- Collaborated with cross-functional teams including marketing, packaging, engineering, global consumer insights, Inventor relations and other design support groups.
- Collaborated with multiple Licensors and toy inventors to successfully launch products from concept to market.
- Led the design and developed customized exclusive toy lines for retailers: Walmart, Target, and Kohl's.
- Created Foam Core models, toy prototypes, dynamic video pitches, and trendboards.

### Product Designer- Mattel Inc.- Barbie

November 2017- April 2021

- Led the product design process from ideation to production, ensuring alignment with brand needs and market trends.
- Led 'Barbie Big Ideas, a platform for designers to submit and develop innovative toy concepts, many which were brought to market.
- Responsible for creating concepts, refining prototypes, and ensuring designs meet brand and market needs.
- Collaborated with cross-functional teams (engineering, marketing, manufacturing).
- Created models for consumer insights testing user testing, analyze consumer insights, and drive strategic design decisions.

### Associate Designer- Mattel Inc.- Barbie

July 2015- November 2017

- Assisted in the design and development of Barbie dolls, accessories, and playsets, collaborating with cross-functional teams to bring concepts from ideation to production.
- Created sketches, digital renderings, and prototypes to support design presentations and ensure alignment with brand aesthetics and market trends.
- Partnered with engineers and manufacturers to refine product details, ensuring feasibility, safety, and cost-effectiveness while maintaining high-quality standards.

### Product Designer- Lecadeaux Babycie

September 2014- June 2015

- Designed and led developed dishes, table accessories, and home goods for both babies and adults.
- Created artwork including fabric designs, decals, and control drawings, collaborating with external vendors for manufacturing.
- Expertise in color and redesigning plate patterns to enhance product appeal.
- Contributed to ideation and brainstorming sessions for new product development.
- Effectively communicated with vendors throughout the manufacturing process to ensure product quality and timelines.

## Skills

### Computer

- Adobe Photoshop
- Adobe Illustrator
- Adobe In Design
- iMovie- Video Content and editing
- Microsoft PowerPoint
- Vizcom Artificial Intelligence
- Presentation Design

### Traditional

- Sketching
- Painting
- Sculpting
- Model Making
- Foam Core
- Ideation
- Presenting

## Education

**Otis College of Art and Design**  
BFA Toy Design May 2014  
Deans list