

A cross platform creative with extensive experience in the Apparel, Product and Toy Design sector with emphasis in Brand building, excellence and functionality in Design. Award winning Design and Art Direction, Set and Prop Design, Development and Creation in Live Action and Animated content.

A recipient of Nike's Best Female Design Award in 2009, my goal is to drive innovation and problem solving with Design to further the consumer experience and Brand awareness.

Also awarded the Barbie 2015 Excellence Award for Content Development and Art Direction for all Barbie content.

WORK HISTORY



Visual Development and Art Direction for "TEA TOWN TEDDY BEARS"

05.2022 - 8.2023
Premieres Oct. 2024

- Responsible for establishing and maintaining the visual style of the show, from developing mood boards color stories, character creation and modeling direction, lighting, wardrobe, sets and props design.
- Guiding and directing the greater Art Team in the process of the show's development from storyboard, layout, animatics into finished product.
- Leading and developing assets and creative solutions to successfully meet business needs across different departments (marketing, licensing, packaging, S&P, legal, etc).
- Ideating spaces, wardrobes and props from a toy development point of view to address different market needs.



Women's Design Director

11.2020 - 10.2023

- Introduced several new hero scalable products across different categories more than doubling the business in my first two years.
- Oversee textile print and graphic art creation within our in house graphic design team.
- Developed an entire active line for women with a wide range of products addressing all market needs
- Implemented new system of presenting, reviewing and preparing products for delivery
- Responsible for introducing the lines of pajamas, skirts, blankets, Sherpa lined Flannels, unique sweat sets for both men and women as well as part of our Dog line .
- Designed the current event space as well as spearheaded the new event department catering to a wide variety of consumers ranging from music events to low rider cars or holiday related with the objective to engage more of our local community and build a bigger presence online
- Conceptualized and directed product photoshoots and video productions.



Senior Art Director of Content for Barbie Entertainment

04.2014 - 04.2019

- Responsible for developing final character art that drove uniqueness and optimization in content execution working with cross-functional teams to ensure character design continuity across the brand.
- Developing fashion mood boards and fashions that highlight and represent Barbie's style and content.
- Working closely with toy teams to ensure fashions and designs translate between the toy
- Exploring and developing final environment design and show look, including style and lighting.
- Creating and directing the Production Team on all set pieces, including environments, fashions, vehicles, pets, weapons, etc.

- Developing pitch materials for internal and external needs: GHO, subsidiaries, licensing partners, content distribution and broadcast partners including DVD covers, posters, POS materials, etc.
- Overseeing outside illustrators and designers in the creation of assets pertaining to each project.



Senior Innovation Designer

09. 2009 - 10. 2013

- Spearheaded the development and creation of the Phantom Protect Technical Outerwear Platform geared towards Surfers and their specific needs
 - Researched, developed, tested and created a new Patent for Women's technical swim with Nike push up technology.
 - Worked on creating and maintaining the SIMA Award Winning line of boardshorts from print creation, refreshing, engineering, sampling, fittings and deliveries as well as helped develop the patented Phantom waistband technologies,
 - Developed a new Range of Motion series of professional Wetsuits backed by Biomedical research and development I did at NIKE Headquarters with the in house medical team and Hurley athletes.
 - Led the conceptualization of key initiatives and key items for both men's and women's
 - Responsible for the design of Collaboration Items with bands and artists like The Clash.

EDUCATION

OTIS

Otis College of Art and Design

Otis College of Art And Design Bachelor in Arts and Fashion Design

08. 2007 - 05. 2010

- Learned how to create an entire line from mood boarding to fabric sourcing and treatment drawing, draping, flat patterning, cutting, sewing, fitting and delivering a finish product.
- Creating and developing color stories, graphic art and textile prints.
- Professional Fashion Illustration and Model Drawing.
- Designed for Hurley, CosaBella, Armani and Tadashi under the Otis Mentorship program.

COMPUTER SKILLS AND LANGUAGES

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| ▪ Adobe Creative Suites Programs | ▪ CADS and Tech Packs | ▪ English |
| ▪ Microsoft Office Programs | ▪ Drape, Flat Pattern, Fitting | ▪ Portuguese |
| ▪ Full Circle, Basecamp, Shotgun, Asana
Airtable | ▪ Sewing and Sonic Welding | ▪ Spanish |
| | ▪ Mood Boarding and Trend
Forecasting | |

PATENTS AND AWARDS

- 2010182042 - Swim Thermoplastic Push-up Bra - Hurley
- US7849518 - Water Shorts Incorporating Stretch Textile - Hurley
- US20100199406 - Thermoplastic Non-Woven Textile Elements - Nike
- Winner of Barbie Creative Excellence Awards - Barbie Vlogger
- Winner of SIMA Boardshort of the Year 2010 - Hurley
- Winner of SIMA Boardshort of the Year 2011 - Hurley
- Winner of SIMA Boardshort of the Year 2012 - Hurley
- Winner of SIMA Boardshort of the Year 2013 - Hurley