

# RENATA MARCHAND

---

renatamarchand@protonmail.com  
323-440-8792

An innovative Designer and relentless creator, I'm detail oriented with an eye for what is new and love expanding my horizons, meeting new challenges and growing from experiences.

Easy going but highly motivated I know the value of group work and love to be a motivator within the team.

## WORK HISTORY

---

**04. 2018 - 12. 2019**

**IHEARTSWAY / THE SWAY**

**Manager and Content Creator for THE SWAY**

- Manage the Los Angeles based musical act THE SWAY
- Nationwide Radio Promotion management
- Executive Production of all content
- Managing bookings, rehearsals, travel and logistics
- Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments, etc.
- Merch and product design and resourcing

**04. 2014 - 04. 2018**

**MATTEL - EL SEGUNDO, CA**

**Senior Art Director of Content for Barbie Entertainment**

Responsible for establishing and maintaining the overall visual look of each Barbie entertainment project, including character art, environment art, and overall show look – with an emphasis on fashion.

- Developing final character art that will drive uniqueness and optimization in content execution; Work 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 working closely with toy teams to ensure fashions and designs translate between the toy and content.
- Exploring and developing final environment design and show look, including style and lighting.
- Directing the Production Team on all set pieces, including environments, fashions, vehicles, pets, weapons, etc. Approval of all designs.
- Developing pitch materials for internal and external needs: GHO, subsidiaries, licensing partners, content distribution and broadcast partners
- Overseeing outside illustrators and designers

**TITLES:** *Barbie Dreamhouse Adventures (Netflix Original), Dolphin Magic, Dreamtopia, Barbie Video Game Hero, Starlight Adventures, Barbie and her Sisters in a Puppy Chase, Barbie Youtube Vlogger, Spy Squad, Barbie and her Sisters in The Great Puppy Adventure, Rock n' Royals, Barbie Life in The Dreamhouse.*

**09. 2013 - 04. 2014**      **WOODBURY UNIVERSITY - BURBANK, CA**  
**Senior Design Instructor**

- Teaching students to research and develop their own line from fabric treatments to final design
- Fashion Illustration, Flat and CAD Design, Digital Print Design and Application
- Fabric Manipulation, Garment Construction, Tech Pack and Portfolio development.

**09. 2009 - 10. 2013**      **HURLEY INTERNATIONAL - COSTA MESA, CA**  
**Senior Innovation Designer**

- Spearheaded the development and creation of the Phantom Protect Technical Outerwear Platform geared towards Surfers and their specific needs
- Researched and created a new Patent for Women's technical swim with Nike push up technology.
- Worked on creating and maintaining the line of boardshorts from print creation, recoloring, engineering, sampling, fittings and deliveries as well as the patented Phantom waistband technologies,
- Developed new Biomedical research and development on new Range of Motion series of professional Wetsuits
- Led the conceptualization of key initiatives and key items for both men's and women's

## **EDUCATION**

---

**08. 2007 - 05. 2010**      **OTIS COLLEGE OF ART AND DESIGN - LOS ANGELES, CA**  
**Bachelor in Arts and Fashion Design**

- Fashion Scketching and Illustration
- Creating and developing color stories, mood boards, fabric treatments and graphic prints
- Tailoring, Garment Construction from drape to runway.

## **COMPUTER SKILLS AND LANGUAGES**

---

- |                                  |                                |              |
|----------------------------------|--------------------------------|--------------|
| ■ Adobe Creative Suites Programs | ■ CADS and Tech Packs          | ■ English    |
| ■ Microsoft Office Programs      | ■ Drape, Flat Pattern, Fitting | ■ Portuguese |
| ■ Full Circle, Basecamp, Shotgun | ■ Sewing and Sonic Welding     | ■ Spanish    |

## **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