

MOLLY WOMACK

Toy Designer



CONTACT



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mollywomackdesign.com

EDUCATION

BFA TOY DESIGN 2012-2016

Otis College of Art and Design

AWARDS

1ST PLACE BOARD GAME DESIGN

Mattel Sponsored Project - Fall 2015

DEAN'S LIST

Otis College of Art and Design - 2012 - 2016

SKILLS

SOFTWARE

Photoshop

Illustrator

Microsoft Office

After Effects

PROFESSIONAL

Sketching

Project Management

Team Leadership

Technical Drawing

Public Speaking

EXPERIENCE

• SPIN MASTER

9/20 - Current

Project Designer, LA CA

- Lead Designer on Hatchimals and other brands currently in development
- Conceived of, pitched, and developed 2 original brands
- Redesigned the Hatchimals brand from the ground up to be more play pattern and story telling focused in order to combat the brand's decline
- Helped manage a team of designers, vendors, interns, to deliver product vlines on tight timelines for a large portfolio of skus
- Brought inovative new features and play patterns to brands season after season
- Art directed character design, color palette, and overall brand aesthetics
- Conducted extensive market and trend research for fashion forward new collectibles lines

• OTIS COLLEGE OF ART AND DESIGN

1/21 - 6/21

Studio Course Instructor, LA CA

- Designed and taught the first online senior show course "Toy Design 6"
- Sourced a web designer and directed the creation of the online class of 2021 website
- Brought in industry professionals weekly to critique the students work and organized 40+ industry professionals to attend the online senior show event.
- Worked closely with students on their portfolios, resumes, websites, and presentation skills to get them pplaced in the jobs they wanted

• WICKED COOL TOYS

10/17 - 9/20

Pokemon Plastics and Plush Designer, LA CA

- Worked directly with the licensor, vendors, and HK production teams
- Designed PVC, articulated, and feature figures of over 90+ characters
- Led design on the "Power Action" feature plush line, electronic play pattern scripts, plush body design, mechanism troubleshooting, and cast and directed voice talent
- Designed for role play segments and created illustration graphics for wearable items such as bags and belts
- Managed, trained, and mentored over a dozen junior designers, temps, and interns

• MOOSE TOYS

6/16 - 12/16

Toy Design Intern, Melbourne AUS

- Developed product from concept to production for collectible plush brand Pikmi Pops
- Created dozens of original characters and graphic print patterns
- Created model, texture, and color specification documents for both hard and soft goods
- Executed final character artwork for licensing and packaging purposes

• TOMY INTERNATIONAL

5/15 - 8/15

Toy Design Intern, Chicago IL

- Worked on a multitude of projects for the Disney, Pokemon, and Sonic teams
- Created ideation sketches, technical drawings, and production comment documents for licensed characters and properties
- Worked extensively with creating vector graphics, technical illustrations, and graphic patterns for plush toys

• COLLEGE LEADERSHIP

2012 - 2016

Otis College of Art and Design, Los Angeles CA

- Chosen by senior toy design peers as Class Marshal to organize the senior exhibition
- Held positions in a variety of leadership roles and organizations during my four years at Otis including; Three years as a Student Ambassador, International Studies Japan Trip
- Co-Organizer, Gay Straight Alliance Executive Board Member, Vice President of the Campus Activities Board, High School Outreach Speaker, New Student Orientation Leader, and Teachers Aid