

BRANDE SMITH

Packaging & Product Designer

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EXPERIENCE

Jakks Pacific | Santa Monica, CA | 2017 - Current

Lead packaging designer on Disney Princess and Style Collection

Work closely with engineers to create dielines that are unique per line but formulaic in layout and substrate to maintain cost-efficiency

Design principle style guide for Disney Princess Style Collection; Use trends to refresh brand seasonally for continual global appeal

Coordinate with Disney Licensing and Packaging team to maintain brand integrity and key messaging for products

Direct photoshoots by working with photographer to create on-brand atmosphere and communicate product message

Manage multiple skews and time lines for US and international lines by maintaining a live schedule to input notes for each stage of development and keep team up-to-date

Train new coworkers in ArtiosCAD and Disney Approvals Processes by creating detailed guides and supplying one-on-one guidance

Collect copy and notes from sales, marketing, and legal teams to create consistent brand experience; review with Hong Kong team to assure quality and messaging is preserved

PAST EXPERIENCE

Jakks Pacific | Santa Monica, CA | 2015 - 2017

Product and packaging designer for Pets Team

Spearheaded design for the *Grumpy Cat* cat toy line and *Boo: The World's Cutest Dog* small dog product line

Created detailed production spec sheets quality assurance of both hard and soft line products; apparel, leashes, plush and plastic toys

Rendered plannogram retail spaces for marketing and sales teams to aid in accurate forecasts and presentations to customers

Photographed, processed and cataloged product images to maintain a library of up-to-date product information for marketing team to use in presentations to retailers

Azooqa Inc. | Walnut, CA | December 2014 - November 2015

Lead product, digital and packaging designer for Cubetopia brand

Worked with digital team to develop app game UX/UI and level design while shadowing Cubetopia creator to solidify art style

Created style guide to unify branding across Cubetopia toys, games and packaging

Playhut Inc. | Walnut, CA | 2014

Graphic Designer

Designed graphics for lifestyle play structures using licensed art

Just Funky LLC | 3D Modeler | Wooster, OH | 2014 - 2015

Freelance 3D Modeler

Build 3D model to designer specifications for prototyping and supply files to vendor specifications for 3D printing

EDUCATION

Otis College of Art and Design | Toy Design | 2014 Honors

Learned the stages of product and packaging development within the toy industry

Interned at Saban Brands as a Graphic Designer to assist with Power Rangers, Paul Frank, Popples and Digimon

Aided structural art teacher with daily tasks such as: grading student work, scheduling classroom events, advising with powertools safety and gathering lecture materials

Volunteered with Westside Global Awareness Magnet school in Marina del Rey to teach design theory and brainstorm ideas for installation art for the campus

SKILLS

Adobe Creative Cloud	Package Design
Concept Design	Drafting Patterns
Sketching	Rhino 3D
Brand Development	Spec & Production Sheets
Photography	Model Making
Technical Drawing	Digital Painting
Presentation Design	Sewing
ArtiosCAD	App Game Development