

# BRANDE SMITH

Designer

## EXPERIENCE

FAM Brands | Bell, CA | 2021 - 2022

Lead packaging designer on Wildfox, Wildfox Kids, Three Dots, Gapfit & Zobha

Work closely with Product Designers & Production Teams to create packaging and trim while maintaining deadlines

Maintain brand integrity and key messaging by coordinating with in-house Licensing Ambassador and Director of Design for packaging across Gap, Banana Republic, Eddie Bauer & Orvis

Design principle style guide for Wildfox Kids, Wildfox Mommy & Me, & Wildfox Sweat

Collaborate on copy and messaging from sales, marketing, and production teams to maintain consistent brand experience; review closely with Hong Kong team at all design stages to assure quality

Engineer unique packaging for Cycle House Marika & Wildfox Sweat Fitness Equipment

Maintain living tag and trim database for team's reference

Create standout showroom layouts and graphics for Sam's Club presentations

Work with local printers to create packaging for in-house packed items with quick turnaround

Process raw photography to standard guidelines for Sam's Club and Costco ecommerce websites

## PAST EXPERIENCE

Jakks Pacific | Santa Monica, CA | 2015 - 2021

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

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

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

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

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

Azooca 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

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

## SKILLS

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|----------------------|--------------------------|
| 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            | Trim Design              |