

DESIGN & PRODUCT DEVELOPMENT

ABOUT

Experienced Design Manager with a demonstrated history of working in the consumer goods industry. Skilled in Trend Analysis, Consumer Products, Textiles, Concept Development, and Adobe Illustrator, Photoshop, In Design. Strong arts and design professional with a Bachelor in Art (Fashion Design) focused in Fashion/Apparel Design from National Art School, Sydney Australia.

SKILLS

Hand Sketching
Illustrator
Photoshop
In Design
Acrobat Pro
Microsoft Office Suite
After Effects
Final Cut Pro
Graphic Design
Repeat Print Creation
Marketing Decks and Materials
Line Plans
Procedure Manuals
Creative Staff Recruitment
Management
Creative Direction for Photo-shoots
Pattern-making
Garment Construction
Logo Design

EDUCATION:

Dress Design Studio at the National Art School

Bachelor of Arts
Fashion/Apparel Design
1991 – 1994

La Fiamma Design Competition Finalist
Smirnoff Design Competition Finalist

University of New South Wales

Bachelor of Arts Education (English-Theater)
1990 – 1991

Interactive Media Certificate Program

Completed 3 modules: Print, Film and Web Design
2005-2007

AFFILIATIONS

Women In Toys - Member
Coronado Island Film Festival - Operations Manager
(Volunteer)
Christ Church Day School - Gala Chair
Club Corp University Club Symphony Towers -
Member
Coronado Cays Yacht Club - Member

FORMER BUSINESSES

PRECIOUS TIME - Co-Owner 2003-2013
Wholesale jewelry Office in the Jewelers exchange in
Downtown San Diego- Buy-,Sell and Custom Design

SHOP AROUND THE WORLD- Co-Owner 2000-2003

Retail Store in downtown la Jolla selling hand crafted
gift Items sourced worldwide.

WOLF AUSTRALIA Owner/Couturier 1992-1994

Design Studio in Surrey Hills Sydney. Designed,
Patter-made and Constructed Custom Garments
including Bridal, Award Shows and Bands

EXPERIENCE

Lead Product/Costume Designer

Anthea Koveos Rodgers INC - Irvine, California
Main Contract: Li & Fung Novelties - Palamon
February 2015 – April 2020
Creative leader and mentor.
Conducted trend and market research. Created line plans by price-point - reverse
engineering from retail.
Allocated designers and gave direction.
Saw product lines through to completion starting with concepts, branding and
sampling.
Designed in illustrator, created tech packs, reviewed samples and made revisions.
Oversaw line to ensure all designs were cohesive and in cost. Worked with
licensors for approvals.
Traveled to China and Hong Kong several times per year to collaborate and
complete product lines in the sample room and factories.
Presented lines to all retailers including Walmart and Target.
Target Accredited designer.
Created design presentation decks to present to licensors and to retailers to solicit
further business.

Design Manager - Disney and Pixar Lines

Company Name: Disguise Inc. Jakks Pacific - San Diego, California
February 2007 – February 2015
Designed costumes, role-play and accessories in line with the Disney's style guide
and aesthetic.
Served as the design lead for all Disney and Pixar products for soft goods and hard
goods.
Managed the entire product design process, from initial market research to mood
board creation to sketching/designing to delivering the end product.
Recruited, managed and mentored staff to design cohesive lines but also giving
them room for their individual flare.
Lead the conceptual development of directional product lines, including pitching
original ideas and concepts internally, to Disney and to Walmart.
Oversaw technical designs of products from concept to factory, including fabric
and trim selection, meeting and selecting vendors.
Worked closely with Disney team for approvals on products including traveling to
China and Hong Kong for collaboration and product approvals.
Highlight: Worked on Frozen product lines that catapulted sales by 200%

Freelance Costume Designer

Anthea Koveos Rodgers Inc.- San Diego, California
September 2003 – February 2007
Designer of Licensed and Original Characters for Disguise Inc and Seasons USA.
Designed and developed thousands of products that have placed in mass market
for Disney, Marvel, Hasbro, Cartoon Network, Ubisoft, eOne, Universal, Dream-
works, FOX, Schultz, Jazzwares, Mattel, Nickelodeon, PBS, Nelvana, MGA, Striker
and Sony amongst others.

Product Development Manager/Creative Director

Pony Express Creations - San Diego, California
February 2001 – August 2003

Stylist Assistant

Angela Barnard - London, England
October 1997 – February 1999

Apparel Designer/ Product Developer - Specializing in Denim

Konange Clothing Company - Sydney, Australia
September 1994 – June 1997