


ALAIA ORLICK

TOY DESIGNER

 alaiadorlick@gmail.com

 949-280-2033

 Los Angeles

 alaiadorlick.com

SKILLS

ILLUSTRATOR
PHOTOSHOP

GRAPHIC DESIGN
MICROSOFT SUITE

PHOTOGRAPHY
3D PRINTING

BRAINSTORMING
CONCEPTING

ATTENTIVE LEARNER
MODEL MAKING

DRAWING
COLOR THEORY

PROFESSIONAL EXPERIENCE

JAZWARES, LLC *TOY DESIGNER*

JAN. 2020 - Present

Specialize in the Pokémon Brand plastic figures, playsets, articulated feature figures, and seasonal items. Responsible for projects from concept to on shelf. Communicate daily with our Asia counterparts. Train and oversee new designers, interns and temps. Work closely with brand team, engineers, packaging designers, and our Licensor.

WHAM-O *TOY/GRAPHIC DESIGNER*

MAR 2018 - NOV. 2019

Create graphics for packages and outdoor toys/products. Work closely with marketers to create brand implementation strategies and ad campaigns. Conduct market research for new products and social media ads/banners. Create packages from sketch to finish. Photograph products and color grade/clip if needed. Set up photoshoot and photograph children and adults using our products then edit photos. Set up correct lighting and storyboard to keep on schedule. Work on products that are on the shelves of stores like Walmart and 5 Below.

YAI-YA'S TOYS *OWNER/TOY DESIGNER*

SEP. 2017 - JAN 2020

Create graphics, resin mini figures, plush, posters and more for use by play therapists, teachers and parents. Self motivate and set my own schedules. Design website to showcase and sell products. Conduct market research for new products and market strategies. Create packaging graphics and solutions. Hand make all products by 3D sculpting, printing, molding and casting, and sewing. Photograph, edit and color grade photos for social media and online shop. Identify evercool products and incorporate them in designs.

HASBRO, INC. *TOY DESIGNER (1-YEAR TEMP)*

SEP. 2016- SEP. 2017

Design products for Disney Princess and Frozen fashion doll brands from concept to finish. Worked with licensees on product approval and revisions. Responsible for designing and creating graphics for dolls clothing, control artwork for plastic accessories and the design sheet specs/submission forms. Plan and schedule to work on multiple projects per day. Periodically lead our weekly brainstorm with others to create new and innovative products with the help of market research. Communicate daily with other graphic designers, marketers, engineers, soft good engineers and package designers. Worked on multiple products that are on the shelves of stores like Target, Walmart, 5 Below and Amazon marketplace.

PROFESSIONAL EXPERIENCE (Continued)

JAKKS PACIFIC, INC. TOY DESIGN INTERN

MAY 2015- SEP. 2015

Designed graphics and product for Nintendo, DC Comics, WWE and Ninja Turtles brands. Gained delegation skills by communicating daily with Hong Kong factories via email. Made revisions on products/sculpts. Created deco artwork in Illustrator and concepts for new brands. Worked on products that made it through production and onto store shelves over the following 3-4 years.

EDUCATION

OTIS COLLEGE OF ART AND DESIGN BFA, TOY DESIGN

CLASS OF 2016

Attended and graduated from a four year program as a toy design major. The comprehensive design curriculum included the major categories of plush, preschool, action figures, toy vehicles, and games.

OTIS COLLEGE OF ART AND DESIGN MATTEL SPONSORED CLASS

JAN. 2014 - JUNE 2014
AND
JAN. 2015 - JUNE 2015

Chosen by the department chair of toy design and toy design professors to be in this class for my junior and senior year. At the end of each semester, we presented our project to our peers, teachers and mentors.

ARGOSY UNIVERSITY CHILD THERAPY WORKSHOP

DEC. 2017 - DEC. 2017

Attend a one full-day workshop led by Dr. Kim Van Der Dusen. Learned about how superheroes affect identify and the importance of heroism.