

## Experience

**Hasbro**, Pawtucket RI, September 2010 - Present  
Senior Designer / Design Manager

**Marvel**, Sept 2016 - Present

- Developed of an original line of collectable figures featuring Marvel and Star Wars characters. As sole designer, my role included developing design vision, working towards consensus with internal decision makers and licensors, managing vendors, and doing much of the hands-on design.

**Kreo**, Sept 2010 - Sept 2016

- Played a foundational role on new Kreo team by developing best design practices, educating designers of child preferences and abilities, and establishing impeccable standard of quality.
- Played a lead role in envisioning the following properties as construction toy lines for kids: My Little Pony, Trolls, Battleship, and Cityville.
- Envisioned and pitched overall concepts internally and to licensors, and directed character designs, packaging photography, and design of Kreo models. Collaborated with engineers to invent and refine mechanical play features.
- Planned and facilitated bi-weekly toy testing with kids ages 6-10.

**Independent Study**, Raleigh NC, August 2009 - September 2010  
Student / Author / Illustrator

- Developed story and concept art for picture books and visual middle grade novel.

**Philips**, Monroeville PA, June 2008 - August 2009  
Lead designer

- Developed the next generation of "Alice," a device used to diagnose sleep disorders. Designed form and graphics, facilitated decisions with marketing and engineering, and conducted usability studies.

**LEGO Company**, Billund, Denmark, Jan 2004 - June 2008  
Designer

**Bionicle**, Dec 2005 - June 2008

- Designed 5 products, 3 of which were selected to be in the spotlight for TV advertising.
- Developed unreleased product line consisting of figures and vehicles. Created theme, characters, and background stories and refined designs through multiple rounds of consumer testing in America and Central Europe.
- Supervised 2 design interns, Jun - Dec 2007

**LEGO Technic**, Jan 2004 – Dec 2005

- Designed 5 models using existing LEGO pieces.
- Wrote content and generated graphics for "Technic Design School," online lessons to improve children's Technic building skills.

**Montshire Museum of Science**, Norwich VT, Jun – Dec 2000  
Design Intern

- Designed "GEARS," an interactive exhibit that teaches mechanical principles to children of all ages.

# David Bird

## Product Designer

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### Education

Rhode Island School of Design, B.F.A. Industrial Design, Sept 1997 - Jun 2001

Rhode Island School of Design, 8 Continuing Education classes, Jan 2011 - present

### Honors

Awarded 6 design patents and 2 utility patents for Kreo parts and mechanisms.

Received the R. Michelson Gallery Award, and 1st place for illustration entry in the Society for Children's Book Writers and Illustrators poster contest at the Annual New England conference in 2013.

### Skills

#### Design:

- Expert: Mechanical invention, visual storytelling, sketching, designing for injection molding, anticipating children's toy preferences.
- Proficient: Computer illustration, graphic design, product styling, prototyping, facilitating, presentation.

#### Computer:

- Expert: Rhino, Photoshop, Illustrator, Painter.
- Proficient: InDesign, Sketchbook Pro, Flash, ZBrush, Lightroom

**Other:** Avid maker of stuffed animals, sculptures, costumes, photographs, pop-up cards, and stories.

### References

Available upon request.