

HOLLIE BROWN

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EXPERIENCE



CANAL TOYS

SR DESIGNER/ILLUSTRATOR 2016 - 2023

Design and Artwork for hundreds of products from arts and crafts to youth electronics, for markets in over 40 countries. Worked with licenses such as My Little Pony, Ty Beanie Boo, Gabby's Dollhouse, Paw Patrol and Num Noms. My work involved engaging in all aspects of development from initial concept presentations to component design, style-guide creation, packaging structure, manuals, labeling, and creation of all art assets used on package and marketing. As well as trade show displays and set up. My role in the Canal U.S. office also involved the supervision of other designers. Animation and Motion Graphic presentations for ecomm. Art direction for video commercials. The work of our team has received nominations for **Toy of The Year** and the **TAGGIE for Innovative Art and Design Visuals of the Year**.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

Providence, RI

Bachelor of Fine Arts, illustration
2015

RISD Scholarship 2011 - 2015

Whilhelmina Denning Jackson Art Scholarship 2011 - 2015



SKILLS

ILLUSTRATION

Playful Characters and Environments. Digital and Traditional mediums.

PIXEL ART

Sprites, Animations and Environments in a variety of styles & resolutions.

TOY DESIGN

Innovating new play patterns, Trend Research, Component Spec, Accessible Instructions.

PACKAGING

Die Lines and Solutions for packaging products that meet industry standards.

CONCEPT ART

Exploratory Sketching and quick iteration for development process.

GAME DESIGN

Tabletop and Digital gameplay, UI/UX & Story development.

GRAPHIC DESIGN

Branding, Logos, Style Guides.

ANIMATION

Storyboards, Motion Graphics, Sprite Animation, GIFs, Social Media Video.

HOBBY

Model Making, Sculpting, Molding & Casting, Printmaking.

SOFTWARE

Proficient in Adobe CC, Photoshop, Illustrator, InDesign, Animate, Microsoft Suite, Aseprite, Procreate, Blender.

FREELANCE

WILD POWER GAMES

2018

Streets of Steel. Created the **Pixel Art** box cover used on the core game and expansions. As well as 3 Pixel Art panoramic backgrounds for the game. Created a Pixel Art variant of the game's logo. A board game by Ryan Lesser.

WILD POWER GAMES

2014

High Heavens. Designed packaging for the 4 expansion sets. Designed 'Pantheon' icons displayed on the card backs and packaging to denote the assortment style. Designed status icons for use in the game cards and instructions. Card layout in InDesign. A board game by Ryan Lesser.

HASBRO

DESIGN INTERN

2014

Interned on the integrated play team which aims to merge physical and digital elements to create new and unique play experiences. Participated in brainstorming, provided concept sketches, UI mock ups, and other required imagery to accompany concept presentations. Worked with brands such as Playskool and Disney Princess.

GORILLA PRINTING

SCREEN PRINTER & DESIGNER 2013, 2018

Screen-printed a wide variety of multicolor orders for t-shirts, sweatshirts and other clothing (2013). Designed 4 kinetic enamel pins and a sweatshirt/poster design for Flying Monkey shop in Salem, MA (2018).

THANK YOU FOR READING!

