

# Elise Hounslow

Toy Product Designer - [elisehounslowdesign@gmail.com](mailto:elisehounslowdesign@gmail.com)  
07428114039 - [www.elisetoydesign.com](http://www.elisetoydesign.com) - @elise.toydesign



## PROFILE:

I'm a **sustainably conscious**, highly creative, bubbly toy designer from London, UK, enthusiastic about the toy industry. I'm a very **analytical**, curious thinker / problem solver, constantly trying to work out an alternative solution to things around me. I have a very **playful**, experimental mindset and I'm open to change. I like to measure and see world objectively and I'm constantly tracking **trends**, fashion and statistics online and on social media. I have particular interests in **blue-sky thinking**, **CAD modelling** and working as a **team**. I've worked on a wide range of projects ranging from Magazine Toys, Technical Garments, Luxury Gifts, Web, to **top rating** Toys & Games. And I'm excited for where it takes me next...

## EDUCATION DEGREE:

**Brunel University London** *September 2011- July 2015*

**Industrial Design & Technology + Professional Practice (BA Hons) 2:1**

Level 3: Human Factors, Environmentally Sustainable Design, Innovation Management, Major Project

Placement Year **A+**

Level 2: Design Process, Systems Design, Website Design, Electronics with C programming, DFM

## WORK EXPERIENCE TIMELINE:



**Brunel Uni**  
2011  
2:1



**Hasbro**  
2013  
Intern  
Designer



**SolarBotanic**  
2014  
Lead Designer



**Hasbro**  
2015  
CAD / Games  
Designer



**Xcel Bespoke**  
2016  
Head of Design



**WOW Toys**  
2018  
Toy Designer



**IMC Toys**  
2020  
Senior  
Industrial  
Designer

## SOCIAL:



[elisetoydesign.com](http://elisetoydesign.com)



@elise.toydesign



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@EliseHounslowDesign

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## WORK EXPERIENCE:

### Senior Industrial Designer, IMC Toys

*December 2020 - April 2022 Barcelona, Spain*

Working on the Product Development Team as the Senior Industrial Designer for 2 main brands, Bubiloons and Bloopies. Other brands worked on include Club Pets (plush lines), Playfun and all new inventor products and new brands for 2022 onwards. I also had the responsibility of being on the sustainability development team and new materials team working closely with one other designer and travelling to conferences such as BIOTOY 2021.



- ❖ Concept ideation both hard and soft-line preschool to age 12 girls and boys toys, collectibles
- ❖ Sketching (hand and digital), concept illustrations, visuals
- ❖ CAD design + engineering of components and products and 3D printing
- ❖ Rendering, Photoshop + Vector illustrations for concept development and presentations
- ❖ Technical manufacturing specifications and liaising with FE office to coordinate to factories
- ❖ Designing unboxing experiences and working with packaging teams to realise ideas
- ❖ Working with **marketing** teams and **cross-media teams** with generation of content and ideas for series and branding
- ❖ Creating **sustainability strategy** for the company and travelling to global conferences
- ❖ Bluesky thinking for new materials ideations, involved in external collaboration and meetings

### Toy Designer, WOW Toys

*September 2018 - August 2020*

Working on the full design process from research, concept development to final product sample sign-off, liaising with FE factories for 7 toys, including the design of new product categories and soft-lines for the company and sourcing relevant factories such as RNLI Baby Toy Range.

- ❖ Concept ideation both hard and soft-line girls and boys toys
- ❖ Developing bespoke lines such as RNLI, John Lewis, Longleat Safari
- ❖ Sketching (hand and digital), concept illustrations, visuals
- ❖ Rendering, Photoshop + Vector illustrations for concept development and presentations
- ❖ Future design thinking, materials knowledge + creating sustainability strategy for the company
- ❖ Working with external licenses on a collectible product line for 2021
- ❖ CAD design + engineering of components and products, technical manufacturing specifications
- ❖ 3D printing + character design model making
- ❖ Digital media design, content creation, planning + engagement strategy - web + social UX/UI
- ❖ Instagram, Facebook, Amazon Seller + Vendor Central advertising strategy and implementation

### Head of Design (Product and Garment), Xcel Bespoke

*April 2016 - September 2018*

Working in a fast-paced environment, designing toys for kids magazines, bespoke merchandise garments and product, for major brands such as Disney, Ted Baker, Benefit, Bacardi, Milwaukee, Orla Kiely and many more.



- ❖ Lead concept product design development, + engineering, **60+ products** to production
- ❖ Managed the design team including overseas freelancers - **≈1920 projects**

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- ❖ Worked for high-end clients, pitching to their in-house team
- ❖ Influenced design led thinking across the business
- ❖ Developed concepts and product ranges that met the business objectives of the organisation and that advanced the brand and proposition strategy
- ❖ Deliver with time management constraints and to budget, ensuring commercial success
- ❖ Working as direct point of contact with the factories + vendors
- ❖ Provided quality control over design outputs and production, testing and photography
- ❖ Established and developed best practice with the design and creative team including quality control, testing forms and documentation and all aspects of project management
- ❖ Rebranding the sub-company Xcel Bespoke, web design and coding concept to SEO
- ❖ Social media channels and content development for rebrand, LinkedIn + Facebook

## Games 3D CAD Product Designer (Freelance), Hasbro

August 2015 - April 2016

Working on Monopoly, Scrabble, Game of Life and more. After a successful Internship at Hasbro, I was asked back to freelance on the same team after graduation.



- ❖ Brainstorming new concept designs with the team
- ❖ CAD concept generation + rendering
- ❖ Game design / invention including electronic handheld game design
- ❖ 3D Printing technician + assembly design
- ❖ Inventor relations, licensing + concept development

## SKILLS + TRAINING:



Solidworks



Rhino 7



Photoshop



Illustrator



Indesign



Keyshot



Corel draw



Sketching



3D Printing



Adobe Animate



Social Media



Microsoft Office

## HOBBIES:

Dance, Musical theatre, Hiking, Climbing, Gym+Swim, Travel (30 countries),  
Painting, Yoga, Saxophone, Wakeboarding, DIY+Craft