

Elise Hounslow

Toy Product Designer - elisehounslowdesign@gmail.com
07428114039 - www.elisetoydesign.com - @elise.toydesign



PROFILE:

I'm a **sustainably conscious**, highly creative, bubbly toy designer from London, UK, currently freelancing from Barcelona. I'm a very **analytical**, curious thinker / problem solver, constantly innovating and working out 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 including Bubiloons Confetti Party that received **3 gold toy awards** this year. 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



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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**
- ❖ Worked for high-end clients, pitching to their in-house team
- ❖ Influenced design led thinking across the business

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- ❖ 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

AWARDS:



BPMA Promotional Products Award



Made for Mums Gold Award 2022



Toy Insider Top Holiday Toy Winner 2022



National Parenting Product Awards 2022 Winner