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## Resin Coasters Kit

This Resin Coasters kit was for Walmart General Craft section. I designed the product and the packaging, and art directed the photo shoot.

## Resin Jewelry Kit

The craft department at Walmart regularly looks to Leisure Arts for new and trendy craft products to include in their everyday mod as well as their featured endcaps. I designed the product and the packaging and art directed the photo shoot.



## Resin Jewelry Kit

This Resin Jewelry kit was for Walmart General Craft section. I designed the product and the packaging, and art directed the photo shoot.



## Weaving Kits

These were for the General Craft section at Walmart. I designed the packaging and the product and art directed photo selection.

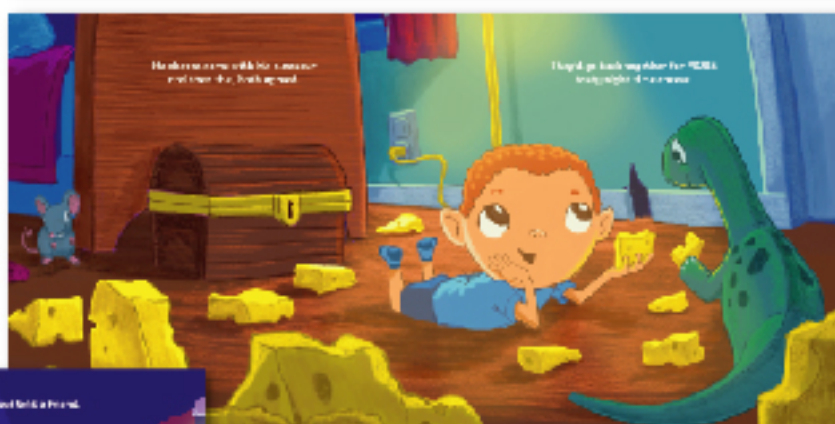
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Branding and Packaging for Walmart Paint-By-Numbers



Board Book: Zethan Ate the Moon  
I authored and illustrated this book as well as designed the layout and cover



How do you eat the moon? One bite at a time, one night at a time! Join Zethan and friends on their journey to eat what no child has eaten before! These are four consecutive 2-page spreads in the book.





## Board Book: Danny Did It

When your brand new guitar is missing a string, or your posies are destroyed in the middle of spring, chances are that Danny Did It! These are some interior illustrations for the book I authored and illustrated.

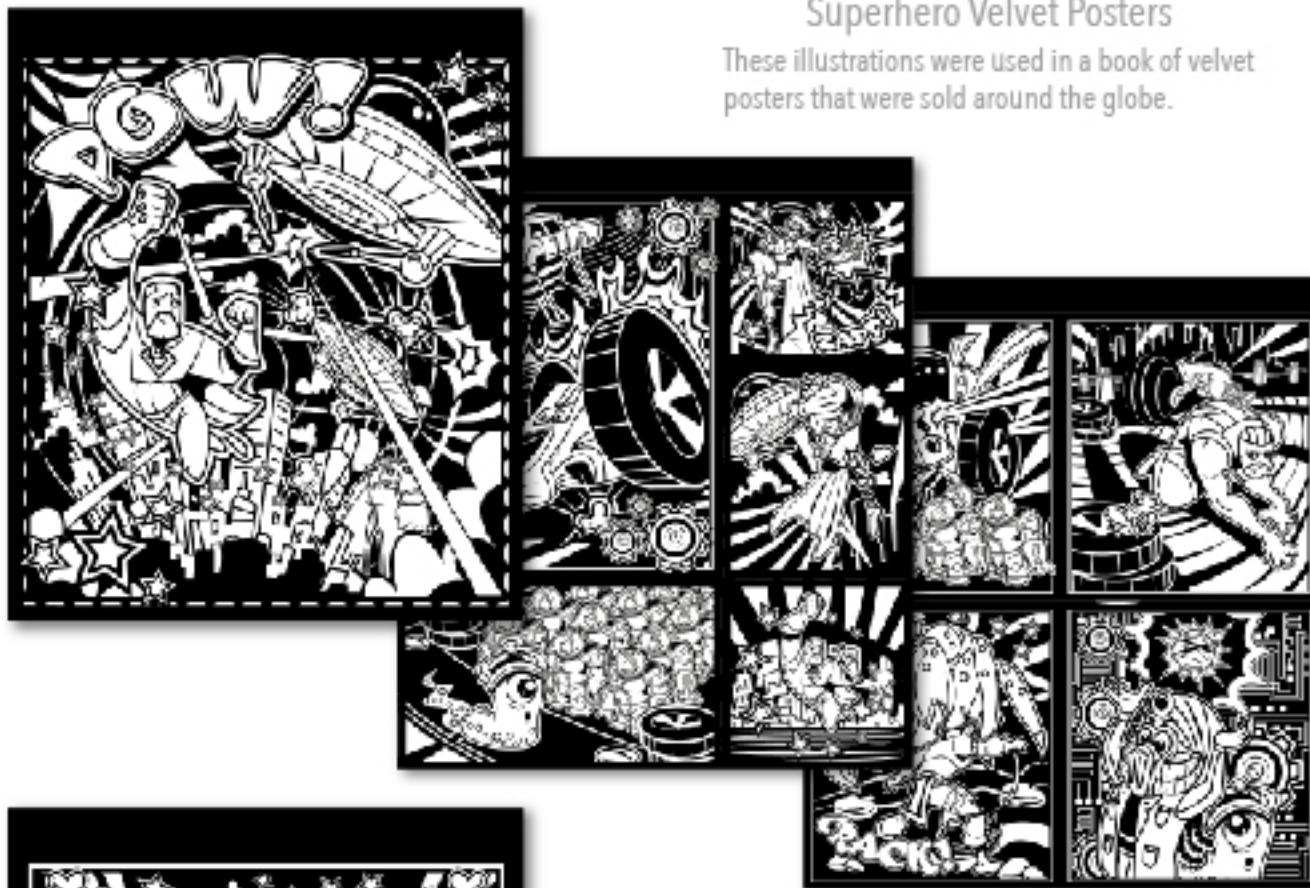


## Board Book: 5 Little Ducks

Set to the song of the 5 Little Ducks, this board book brings to life a popular kids tune. Teaching colors and numbers, this book is fun and educational. I designed and illustrated this book. Above are some of the book interiors.

## Superhero Velvet Posters

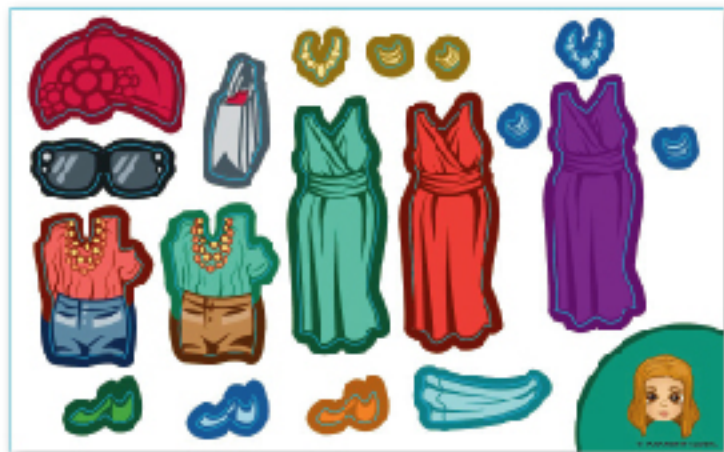
These illustrations were used in a book of velvet posters that were sold around the globe.



## Princess Velvet Posters

These illustrations were used in a book of velvet posters that were sold around the globe.





### Paper Doll Set

These illustrations were used in a paper doll set that was sold throughout Europe. I designed the characters to more realistically display typical body types. I also created the dielines for the characters and the clothing and communicated with the factory to ensure successful production of this doll set.



Scentos "Croc" Smile Kit  
I created the illustration for this kit, the 3D parts that were sent to the factory, the 3D renders, and the packaging layout. This was sold around the world under the Scentos brand.

Smiling "Croc"



Dentist tools



Book Mold for the teeth



Scented Dough





Roller



Hammer



Cutter



Stamper



### Scented Dough with Dough Tools Kit

I created the illustration for this kit, the 3D parts that were sent to the factory, the 3D renders, and the packaging layout. This was sold around the world under the Scentos brand. Still being sold at Walmart.



### Misc 3D Work

These are miscellaneous product development ideas that we presented to retailers across the globe. I created the illustrations, the renders and the 3D printed prototypes for the entire company.



## Scentos Quarterpallet

This was a quarterpallet designed to be shoppable from all four sides.

This was purchased by ASDA. I drew many of the characters, designed the packaging, created the dieline for the quarterpallet and the graphics for the stickers on the display. I then, mocked all the product in our prototyping lab and built this from scratch.

## Scentos Half Pallet

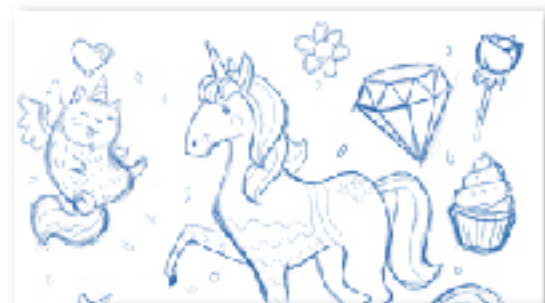
This was a half pallet that was picked up by BJs. I drew many of the characters, designed the packaging, created the dieline for the entire half pallet and the graphics for the stickers on the display. I then, mocked all the product in our prototyping lab and built this from scratch and filled it with the appropriate product (not shown here.)





## Styleguides

These styleguides were used in the creation of party goods, stationery products, and activity books for Target's Party Section.



## Doodle Formz Launch Styleguide

This was a styleguide for the brand doodle formz launch in Michael's and JoAnn's Fabrics.



## Doodle Formz

These were stationery kits that had a unique air-dry clay coloring piece on the front of the journals and some dimensional coloring posters. I came up with the product concepts, drew the illustrations, designed the packaging, printed out and mocked up the packages even down to the thermoformed blisters. I supervised the entire creation process with my team of direct reports.

These were purchased by JoAnn's Fabrics in 2020.







## Foam Construction Holiday Kits

These were holiday decorative kits that I drew the illustrations, created the dielines for the construction, and made the 3D renders. From the 3D modeled finish, I created exploded view instructions as seen on the left.



## Foam Construction Holiday Kits

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Furomas®



### Furomas® Brand Launch

These are characters and branding designed for the Furomas® brand launch. There are 72 collectible characters in all with 12 different groups all with their own specialties. Furomas® is a kids stationery and toy brand designed for the company Funksterz LLC.



**Fuomas® Scented Hair Pens and Stationery Kits**  
 These are products centered around Fuomas® scented stationery. I supplied the .step file for the pen and worked with the factory to produce this unique mold. I designed the character wraps and worked with the factory to assure the pens and the wraps looked as they were supposed to. I also created the flocked journal kit and the furry friends journal kit depicted on the right. I did the illustrations, package design, file setup, and renders.



## Fuomas® Scented Stationery

These are the core set of items for the Fuomas® line. All of these packages include a pencil topper character and a bonus collector's card. The goal here was to drive collectibility in a way that other companies in this category do not. In addition to the design and illustration work, I created the .step files for the characters and worked with the factory to create 18 unique character molds.



### Fuomas® Outdoor Toy and Activity Books

Above are products that I designed for the Fuomas® line. At the top are a new product, squishy chalk holders, that I created, supplied the .step file and worked with the factory to produce the mold and the printing. This product is under patent review with a patent pending status. Next are the 2 packs followed by the Fuomas® Coloring & Activity Mat. This was designed as a books plus offering with a clam-shelled blister of 6 mini markers adhered to the front of the book. I did all the art work for the interiors as well as the covers.



Fuomas® Color, Build & Collect Kit - Hardhat Helpers



Fuomas® Color, Build & Collect Kit - Garden Gang

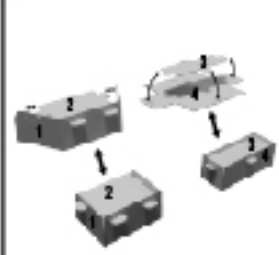
**Side A**

**furomas**

Be sure to color all the pieces before you begin assembly.


**Color & Build Instructions (Green house)**

**Step 1**



IDENTIFY THE PIECES ABOVE AND FOLD ALONG THE CREASES AS SHOWN. INSERT THE TABS INTO THEIR CORRESPONDING SLITS AS SHOWN IN THE DIAGRAM.

**Step 2**



IDENTIFY THE CHAIR PIECE AND THEN FOLD ALONG THE CREASES AS SHOWN. INSERT THE TABS INTO THEIR CORRESPONDING SLITS AS SHOWN IN THE DIAGRAM & THEN ADD A SMALL PIECE OF ADHESIVE TAPE ONTO THE CORNERS TO CONNECT THE TWO SIDES TOGETHER.

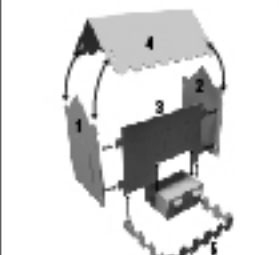
**Side B**

**furomas**

Be sure to color all the pieces before you begin assembly.


**Color & Build Instructions (Green house)**

**Step 3**



IDENTIFY THE PIECES ABOVE AND FOLD ALONG THE CREASES AS SHOWN. INSERT THE TABS INTO THEIR CORRESPONDING SLITS SHOWN IN THE DIAGRAM. TAKE THE ASSEMBLED PLANTER FROM STEP 1 AND INSERT INTO ITS CORRESPONDING SLIT AS SHOWN.


**Step 4**




YOU HAVE NOW COMPLETED THE CONSTRUCTION OF YOUR FUROMAS! COLOR AND BUILD GREENHOUSES, DISPLAY, PLAY, AND ENJOY!

**UNICORN BUILD KIT (INSTRUCTIONS)**




UNICORN BODY SHEET      BODY PART SHEETS      COLORABLE DECORATIVE



FOR BEST RESULTS: PRINT ON WHITE PAPER. PRINT AT 100% SCALE. PRINT ON THE FRONT SIDE OF THE SHEET.



**STEP 1**      **STEP 2**      **STEP 3**

1. COLOR THE UNICORN BODY SHEET USING THE PALETTE AND BRUSHES PROVIDED. USE THE COLOR KEY TO GUIDE YOU.

2. ASSEMBLE THE UNICORN BODY PARTS TO THE UNICORN BODY SHEET USING THE TAPE PROVIDED.

3. USE THE TAPE TO ATTACH THE UNICORN BODY PARTS TO THE UNICORN BODY SHEET.

**RAINBOW SHADOW BOX KIT (INSTRUCTIONS)**

RAINBOW SHADOW BOX SHEET      RAINBOW SHADOW BOX SHEET      RAINBOW SHADOW BOX SHEET



PRINT ALL YOUR PAGES AND LET THEM DRY FOR AN HOUR BEFORE YOU USE THEM OR PLACE THEM IN A FRAME.

PRINT SEPARATELY.

**STEP 1**      **STEP 2**      **STEP 3**





1. PRINT AND COLOR THE RAINBOW SHADOW BOX SHEET.

2. PRINT AND COLOR THE RAINBOW SHADOW BOX SHEET.

3. PRINT AND COLOR THE RAINBOW SHADOW BOX SHEET.





## Fuomas® Marketing Material

Along with creating all of the product for the line launch, I created all the marketing material utilized by the sales teams in their presentations to Walmart, Five Below, Target, Costco, Sams Club, Joinco, and many more retailers and distributors. This was a presentation for Walmart BTS.



## Walmart Planogram Renders

These were merchandising renders for feature offerings to Walmart. To the left are half sidekicks and above is an endcap for the Furomas® back to school line of products. I was the sole designer for this endeavor and therefore did everything from product selection to packaging.



## Furomas Colorbuild Display

This was a display setup right before I shipped it to Hong Kong. I did everything in this picture. I drew the characters, created the product and the packaging, created the booth display, all the blisters, 3d printed and handpainted the little figurines, put together all the mockups. I did everything here from A to Z.

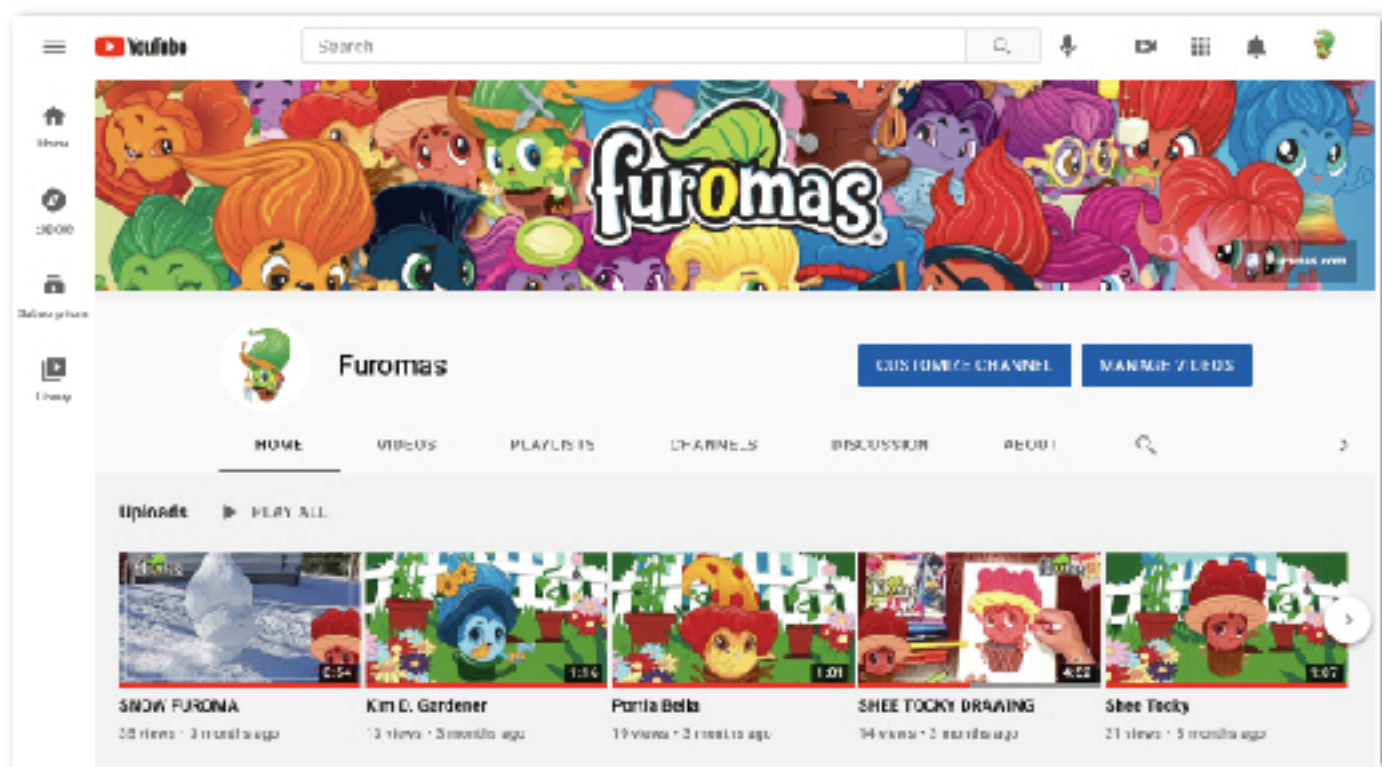
## Furomas Outdoor Toys

This was a display setup before I shipped it to Hong Kong. I did everything in this picture. I drew the characters, created the product and the packaging, created the booth display, all the blisters, put together all the mockups. I worked with the factories and sent them the .step files to produce the molds. I did everything here from A to Z.



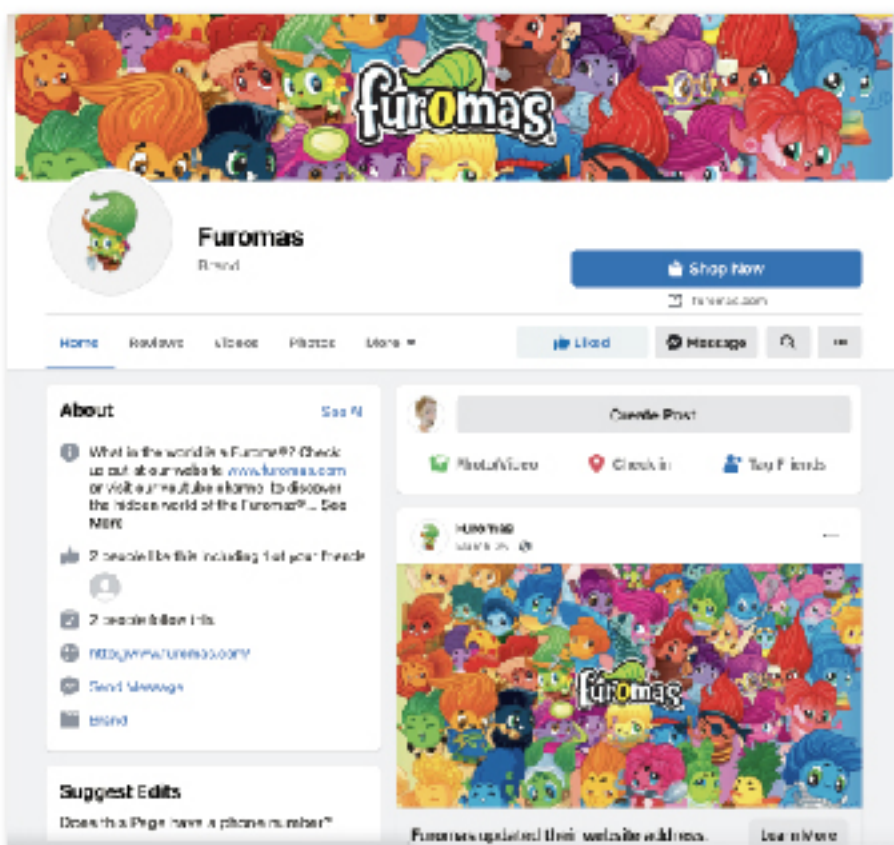


Fuomas® Website  
 This is the Fuomas® website. I designed the site, created the characters, filmed and uploaded all the videos and setup the hosting and domain services. I also managed the shop orders.



## Fuomas® Youtube Channel

Above is the youtube channel I created for the Fuomas® line. I created all the graphics, shot and/or animated the videos, sculpted the snow Fuoma, and drew all the pictures for the drawing videos.



## Fuomas® Facebook Page

To the right is the Fuomas® Facebook page. I set this up and maintained the posts.

