



# ALEXA MARTIN

Designer

**CONTACT  
INFO:**



(858) 361-3266



AlexaMartinDesign@gmail.com

## ABOUT ME

I am a toy designer specializing in, but never limited to, girls toys.

I have been lucky enough to work on a variety of projects including small dolls, large dolls, plush, role play, collectibles, playsets, and food toys. I am familiar with both licensed products and new IP. Each experience has been unique and exciting, giving me the opportunity to grow as a designer and toy lover.

I delight in brainstorming and collaborating, but still do well when given my own tasks. I have managed numerous brands from concept to production and am no stranger to all facets of the design process.

I'm a cat mom of 2, board game snob, and lover of all things fantasy and sci-fi.

## SKILLS

Photoshop, Illustrator  
Sewing, Painting, Sculpting  
Concept Development,  
Project Management,  
Presenting

## WORK EXPERIENCE



### JAKKS PACIFIC

Senior Designer

Feb 2019 - April 2020

Designer

June 2015 - Feb 2019

Design Intern

May 2014 - Aug 2014

Developed several girls brands, new IP and licensed, from concept to production. This included collaborating with teammates on concept and design, development with Hong Kong counterparts, interfacing with licensors, outsourcing vendors, and helping to manage interns.



### SKYROCKET TOYS

Design Intern

Nov 2014 - May 2015

Collaborated with teammates to develop new girls concepts. Generally helped out with other team needs such as samples, specs, and photography.



### BOTTLE PETS

Freelance Designer

June 2013 - May 2015

Lead designer of new product line. Helped develop concept boards softgoods specs for production.

## EDUCATION



### OTIS COLLEGE OF ART AND DESIGN

Bachelor of Fine Arts (BFA) - Toy Design

2012 - 2015