

# DEVIN ROBERTS

## Product Designer / Design Manager

Skilled industrial design manager with 20+ years experience in toy and juvenile product development. Knowledgeable and experienced in the development of business strategy, concept generation, problem solving, and leading projects & people where the aggregate of ideas is vital to development of innovative product.



[www.DevinRobertsDesign.com](http://www.DevinRobertsDesign.com)



DevinRobertsDesign  
@Outlook.com



West Falls, NY



(716) 390-3359



Cleveland Institute of Art  
Bachelor of Fine Art  
2001  
Industrial Design Major

SUNY at Buffalo  
Master of Business Admin.  
2013  
Marketing Concentration  
GPA 3.91 / 4.00



Problem Solving  
People Management  
Project Management  
Presentation Development  
Public Speaking  
2D & 3D Product Ideation  
Autodesk AliasStudio Tools  
Autodesk Sketchbook Pro  
3D Modeling & Rendering  
Microsoft Excel  
Microsoft PowerPoint  
Graphic Design  
Illustration  
Sculpting  
Archery  
Photography

## Work Experience

### Fisher-Price East Aurora, NY

**2022 - Present**

**Senior Design Manager - Thomas & Friends**

**2019 - 2022**

**Manager Product Design - Thomas & Friends**

- Manage and contribute to the development of 2+ and 3+ toys for the Thomas & Friends brand. Evaluate preschool toy category and create toy & product concepts centered on new content, new trends and desirable price points. Manage 50-120 product skus through all phases of development. Develop yearly long-range development plans, defining market white space and identifying future development focus.
- Manage team of 3-5 designers to facilitate the development of product across several categories within the Thomas & Friends toy portfolio (Diecast, Motorized, 2+, Wood, etc.) Mentor designers to develop good decision-making skills and autonomy.
- Collaborate with various cross-functional teams (Brand Marketing, Content, Product Marketing, Product Engineers, Package Engineers & Designers, Safety etc.) to efficiently cost reduce, development mechanisms, and create packaging for new product on a 12-month development cycle. Facilitate short and long form multi-discipline brainstorms to solve problems and generate new product ideas and solutions.
- Assist Content team in the development of Thomas & Friends All Engines Go tentpoles, themes, characters, and locations that resonate with toy consumers. Update aesthetics of old characters for the All Engines Go TV series. Develop of new characters for All Engines Go (Bruno, Sandy, Kana, Jiff, Farona).

### Fisher-Price East Aurora, NY

**2019**

**Staff Designer - Little People, Thomas & Friends**

- Develop and manage 2+ and 3+ toys for Fisher-Price preschool portfolio. Manage 12-20 product skus through all phases of the development: analyzing the industry, identifying opportunity, ideate innovation/cost reduction, mechanism development, 2D sketching, 3D sketch modeling, 3D computer modeling, and defining efficient hard-goods and soft-goods production methods. Presented development progress, solutions, and new concepts at weekly working team meetings and at large formal quarterly updates.



[www.DevinRobertsDesign.com](http://www.DevinRobertsDesign.com)



DevinRobertsDesign  
@Outlook.com



West Falls, NY



(716) 390-3359



Cleveland Institute of Art  
Bachelor of Fine Art  
2001  
Industrial Design Major

SUNY at Buffalo  
Master of Business Admin.  
2013  
Marketing Concentration  
GPA 3.91 / 4.00



Problem Solving  
People Management  
Project Management  
Presentation Development  
Public Speaking  
2D & 3D Product Ideation  
Autodesk AliasStudio Tools  
Autodesk Sketchbook Pro  
3D Modeling & Rendering  
Microsoft Excel  
Microsoft PowerPoint  
Graphic Design  
Illustration  
Sculpting  
Archery  
Photography

## **Fisher-Price East Aurora, NY**

**2017 - 2018**

### **Associate Marketing Manager - Baby Gear**

- Managed financial targets and overall development within the Swing category. Utilized strong analytical skills and product development background to develop strategies to maximize revenue, profit, and innovation.
- Managed development team schedules and cost targets.
- Collaborated with retailer buyers to implement feedback and maximize sales.
- Analyzed data sets (shipments, demands, etc.) in Excel, providing recommendations throughout the product development cycle.

## **Fisher-Price East Aurora, NY**

**2012 - 2018**

### **Staff Designer - Baby Gear Team / New Opps**

- Developed consumer products for the newborn and infant markets (0-12 months). Manage 4-10 product skus through all phases of the development. Identified trends, white space, and consumer pain points and used the insight to develop product concepts that provide aesthetics and solutions with a distinct competitive advantage.
- Identified relevant new technologies, ideate blue sky concepts, and collaborated with product teams to implement new technologies across the FP product portfolio.
- Managed projects through all phases of development; analyzing the industry, identifying opportunity, ideate new innovation/cost reduction, identifying and addressing potential safety hazards, 2D sketching, 3D computer modeling, and defining hard-goods and soft-goods production
- Managed Fisher-Price Design Intern Program. Develop and conduct student design projects, take part in portfolio reviews, and participate in speaking engagements detailing opportunities at Fisher-Price at various universities.

## **Fisher-Price East Aurora, NY**

**2001 - 2012**

### **Associate Designer/ Sr. Product Designer / Product Designer - Boys Team**

- Developed toys for the preschool market (2-7 years).
- Managed projects under the "Rescue Heroes", "Imaginext", and "Shake 'N Go" brand extensions.
- Developed licensed product (Disney, Pixar, NASCAR, and Nickelodeon) and implemented licensor feedback for approval.
- Helped grow the Shake 'N Go brand to a \$78 million business, and the leader in preschool vehicles.
- Implemented new computer modeling process to streamline the development process. Successfully demonstrated a process that reduced overall product development time, thereby lowering costs associated with the development of show models