

AMY DOKKEN

612.817.6565 | adokken@mac.com | amydokken.com

PORTFOLIO

www.amydokken.com

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Photo Retouching
Adobe Dreamweaver
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Basic knowledge of CSS,
XHTML and Flash

EDUCATION

University of Minnesota
BA Theatre, Journalism &
Film Studies

Continuing education in
graphic design, illustration,
painting and photography

PROFILE

Seasoned design executive with extensive experience in creative direction, product development, brand building and team management with a serious desire to inspire and have fun.

Proven ability to integrate creative mindset with big-picture strategic planning and business acumen in a fast-paced, deadline-driven environment.

SPECIALTIES

Creative direction, design, brand positioning and strategy, trend analysis, product development, photography and social media.

EXPERIENCE

DIRECTOR OF NEW PRODUCTS (CREATIVE)

I See Me! LLC | Eden Prairie, MN

2014 - Present

- Serve as key member of company leadership team representing the creative department and reporting directly to the President
- Develop product development strategies to grow company business for our core business as well as our key accounts, custom business and publisher partnerships
- Create new products plan, line list and establish development milestones to meet required launch dates
- Ensure all product offerings and content meet our high standards of design
- Hire, train, lead and mentor internal and external design teams
- Analyze trends and conduct consumer research
- Conceptualize new products
- Hire authors and illustrators and oversee content creation
- Establish and oversee adherence to design budget

SR. DIRECTOR of BRAND DEVELOPMENT AND SOCIAL MEDIA

Blip Toys | Minneapolis, MN

2011 - 2014

- Drive creative vision of product lines for a trend-forward, fast-paced market leader in the toy industry
- Develop and direct internal and licensed brand positioning and product strategies to facilitate corporate growth
- Manage both internal and external team of graphic and product designers to develop high-profile, award-winning product and package designs from concept to post-launch analysis within confines of budget goals, product integrity, schedules and licensor parameters
- Develop and manage online marketing campaigns to drive brand awareness, engagement and site traffic.
- Integrate social media strategies to include mommy bloggers, product placement and reviews to ensure successful product launches
- Primary liaison with licensors for building business plans, product line strategy, product development, and brand presentations
- Extensive experience directing communications, reviews and negotiations with overseas and domestic suppliers to ensure new products meet all company requirements such as manufacturability, legal, quality and safety standards, pricing and delivery deadlines
- Key licensed product lines include: Disney, Marvel, Sanrio, Nickelodeon, WWE and Mattel

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COMMENDATIONS

"Amy is simply incredible to work with. She provides superior work and always goes the extra mile..."

"...a stellar positive attitude and always has a wealth of great ideas and solutions for any problems that arise..."

"Amy is extremely detail-oriented and has incredible turnaround time..."

"...consistently pleasant, tackling all assignments with dedication, efficiency, and with a smile..."

"...a take-charge person who is able to present creative ideas and communicate the benefits clearly..."

TECHNICAL DEVELOPMENT AND SOURCING MANAGER

Manhattan Toy | Minneapolis, MN

2005 - 2006

- Manage, train and inspire internal technical development team
- Develop budget for department and manage expenses to budget
- Drive company initiatives to procure and qualify new suppliers, technologies and resources
- Create development tools to ensure product integrity, deadline execution and product milestone achievement
- Travel to overseas and domestic suppliers to provide direction on new products and resolve issues related to manufacturability, cost and schedules
- Lead cross-functional team communication to ensure company-wide adherence to deadlines and facilitate accountability among departments

PRODUCT DESIGNER/PRODUCT DEVELOPER

Manhattan Toy | Minneapolis, MN

2000 - 2005

- Conceptualize, illustrate and develop product designs to meet launch milestones, quality and safety standards, play value, age appropriateness and marketing guidelines
- Review, validate and negotiate quotations; recommend and implement cost savings adjustments for products
- Perform break-even analysis and profitability studies for new products to determine feasibility
- Lead cross-functional status meetings related to product development
- Assign suppliers to projects based on capabilities, parameters, relationship and capacity
- Responsible for scouting, sourcing and the qualification of new suppliers, technology, and materials
- Create and implement product launch schedules and milestones
- Research style and design trends and incorporate relevant themes, color and imagery into product design
- Ensure functional validity of new products through consumer research and child testing
- Art direction and management of external design resources
- Oversee the creative direction, hire talent, style photoshoots and implement design layout for product catalogs