

AMY DOKKEN

612.817.6565 | adokken@mac.com | amydokken.com

PORTFOLIO

www.amydokken.com

SKILLS

Adobe Creative Suite
Photo Retouching
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Project Management
Software (Airtable,
Basecamp, SmartSheet)

EDUCATION

University of Minnesota
BA Theatre, Journalism &
Film Studies

Continuing education in
graphic design, illustration,
painting and photography

PROFILE

Seasoned creative executive with extensive experience in product design and development, brand building and team leadership 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, brand positioning and strategy, product design and development, project management, sourcing, and team building

EXPERIENCE

DIRECTOR OF PRODUCT DESIGN AND DEVELOPMENT

Lucy & Co. | Minneapolis, MN

2021 - 2022

- Partner with the executive team to develop the strategic product development direction of the business, focused on optimizing long term revenue growth across channels
- Partner with external vendors, key customers, and additional stakeholders to rapidly create products & concepts that address consumer needs or category white spaces
- Gather and synthesize data and insights across consumer, customer/trade, and competitive sources to derive meaningful takeaways that will impact innovation and key decisions
- Manage project P&L and identify key inputs that inform the financial components of all projects
- Develop robust innovation pipelines, manage product development and design processes, and lead core elements of packaging, and commercialization
- Source new supplier partners and partner with existing suppliers based on category growth with a heavy emphasis on quality & speed to market
- Own the product through the development lifecycle up to order placement, including ideation, design, costing, sample, approvals, & bulk production

VP of PRODUCT DEVELOPMENT AND DESIGN

I See Me! | Eden Prairie, MN

2014 - 2021

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

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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..."

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

PRODUCT DESIGNER/TECHNICAL DEVELOPMENT AND SOURCING MANAGER

Manhattan Toy | Minneapolis, MN

2000 - 2006

- Manage, train and inspire internal design and development team
- Develop budget for department and manage expenses to budget
- Drive company initiatives to procure and qualify new suppliers, sourcing new technologies and materials
- 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
- 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
- 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