

AMY DOKKEN

612.817.6565 | adokken@mac.com | amydokken.com

PORTFOLIO

www.amydokken.com

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Dreamweaver
Adobe Muse
Adobe Lightroom
Photo Retouching
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Aperture
iLife & iWork
Wordpress
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 and marketing 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 abilities with big-picture strategic planning and business acumen in a fast-paced, deadline-driven industry.

SPECIALTIES

Creative direction, design, brand positioning and strategy, market research, global trend forecasting, product development, marketing, photography and social media

EXPERIENCE

OWNER/CREATIVE DIRECTOR | CreaSource, Inc./Studio Starfish
2006 - Present | Minneapolis, MN

- Consultant for emerging toy companies, small businesses and product designers
- Provide information relating to process and timelines of product development, recommend relevant manufacturing sources, advise on manufacturing standards and inspection requirements
- Product design and illustration
- Graphic design including brand identity, brochures, postcards, promotional materials, catalogs, book layouts, logo development, technical design
- Photography including commercial, products, events, portraiture, corporate, fine art, exhibitions
- Website/blog design and development
- Key clients include: PhilanthroKidz, Gaia Tree Toys, Manhattan Toy, MN State Representative Ryan Winkler, Global Wind Energy Council, ISU Corp., AIGA, Realia by Jen and Synovis Life Technologies

SR. DIRECTOR of BRAND DEVELOPMENT AND SOCIAL MEDIA | Blip Toys
2011 - 2013 | Minneapolis, MN

- 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, timelines 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 timelines
- 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 2005 - 2006 | Minneapolis, MN

- 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, timeline 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 timelines
- Lead cross-functional team communication to ensure company-wide adherence to deadlines and facilitate accountability among departments

PRODUCT DESIGNER/PRODUCT DEVELOPER | Manhattan Toy 2000 - 2005 | Minneapolis, MN

- 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