

MATT GUNTER

INDUSTRIAL DESIGNER



PORTFOLIO

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With over 16 years of experience as a seasoned industrial designer in the toy industry, I bring a wealth of expertise and a proven track record of success. Throughout my career, I have demonstrated a keen ability to transform concepts into captivating toys that resonate with both children and adults. From collaborating with top brands to leading the design process from concept to production, I've consistently delivered outstanding results. With a deep understanding of the toy development process and a passion for innovation, I thrive in fast-paced environments and excel at managing multiple projects simultaneously. Let's embark on a journey together, where creativity meets excellence, and where every idea has the potential to spark joy and wonder!

EXPERIENCE

○ SENIOR PRINCIPAL DESIGNER

HEARTHSONG - Aug 2023 - Jan 2024

AUG 2023 - JAN 2024

- Spearheaded the design and development of an entirely new and original line of products at Hearthsong, focusing on IP building and cost-efficiency without compromising fun and entertainment value for kids.
- Utilized the newly redesigned brand look to create innovative and engaging products, aligning with brand standards.
- Enhanced brand visibility and market presence by preparing comprehensive pitch decks and conducting presentations to sales representatives to generate interest and secure new partnerships.
- Designed new packaging concepts to complement the aesthetics of the product designs to achieve a more cohesive brand.
- Created extensive product tech packs liaised with vendors in Asia to ensure accurate production and high-quality output.
- Fostered strong vendor relationships by communicating daily to convey product intent and to ensure quality standards.
- Held regular meetings with internal stakeholders and leadership to provide process updates and solicit feedback for continuous improvement, fostering collaboration and alignment.
- Produced 3D printed product examples and packaging mock-ups for sales presentations, showcasing product concepts effectively.
- Facilitated brainstorming sessions to explore new product categories and potential collaborations with strategic partners.

○ PRINCIPAL DESIGNER | SENIOR INDUSTRIAL DESIGNER

The Lumistella Company (The Elf on the Shelf)

OCT 2018 - AUG 2023

- Led the conceptualization and development of new and existing products for *The Elf on the Shelf* brand, overseeing the entire product life cycle from idea to manufacturing with a strong emphasis on brand identity and IP integration.
- Contributed to the *Story Team* by helping develop new intellectual properties (IPs), fostering brand growth and innovation.
- Supported the *Licensing Team* by creating character overlays, suggesting new products, and brand references for presentations.
- Engaged in all facets of product development, ensuring alignment with brand vision and consumer preferences.
- Created detailed technical packages (tech packs) for vendors and maintained daily communication to ensure product quality.
- Participated in frequent product design reviews with leadership, providing updates on project progress and soliciting feedback.
- Ensured adherence to *The Elf on the Shelf* brand guidelines by facilitating collaboration across creative disciplines (packaging, licensing, entertainment, digital) and leading coordination efforts within the Product Design team.

○ FREELANCE DESIGNER | CONSULTANT

Matt Gunter Design

2014 - PRESENT

- Developed concept designs for the toy, gift, and amusement products industry, for both domestic and international companies.
- Conceptualized, sketched, and rendered numerous in-store marketing campaigns for Barkbox, featuring detailed concept sketches highlighting POP displays, corrugate concepts, labels, new toys, and large graphics with humorous and distinctive themes.
- Created compelling and entertaining visual presentations for sales calls and buyers, effectively showcasing the potential of the brands and generating excitement for product offerings.
- Licensed collaborations encompass renowned brands such as Star Wars, Marvel, MLB, NHL, NFL, WWE, Thomas the Tank Engine, Sesame Street, Disney, Nintendo, Five Nights at Freddy's, Chuck E Cheese, Yo Kai Watch, Dollywood, and Nickelodeon.

EXPERIENCE CONT.

○ **SENIOR PRINCIPAL DESIGNER | INDUSTRIAL DESIGN MANAGER | SENIOR INDUSTRIAL DESIGNER** **2007 - 2018**
KIDS 2, Inc.

- Managed and mentored Industrial Designers in Home and Play categories.
- Led, planned, and managed development of Home Division toy products from idea to store readiness.
- Sculpted detailed 3D CAD toy models for overseas prototyping and mass production.
- Developed new toy ideas across multiple brands, leveraging expert-level play pattern knowledge.
- Collaborated extensively with licensors such as Disney, Ford, John Deere, and Sesame Street.
- Played key role in developing visual design language for Bright Starts and Baby Einstein, ensuring consistency.
- Worked with cross-functional teams to develop design visions and "pitch books" for potential licensors and sales calls.
- Collaborated with Trend team on color application, theme development, and character for seating platforms.
- Attended major trade shows to stay updated on industry trends.
- Achieved success with products such as Finding Nemo Sea of Activities Jumper, Bright Starts 3 Ways to Play Ford F-150 Walker, Baby Einstein Neighborhood Symphony Activity Jumper, and Disney Minnie Peekaboo Jumper.

○ **GRAPHIC DESIGNER** **2007**
ASU Mid-South Community College

- Produced promotional materials for the college, including print, web, and video content.
- Taught classes on Photoshop, PowerPoint, and other computer applications to local educators and students.
- Designed the school's official Greyhound logo for use across sports gear, shirts, buses, basketball courts, banners, etc.

EDUCATION

○ **BACHELOR OF SCIENCE IN INDUSTRIAL DESIGN (MAGNA CUM LAUDE)** **2002 - 2006**
Auburn University, Auburn, AL

- 2006 Auburn IDSA Student Merit Award Winner
- 2005 - 2006 Auburn University Outstanding Undergraduate Student

AWARDS AND ACCOLADES

- 2015 Disney Licensee Product of the Year - Best Baby Toy - Bright Starts x Disney Baby Finding Nemo Sea of Activities Jumper
- 2017 Kids2 Shining Star Award Winner
- 2018 Cribbie Award Winner - Most Entertaining Play Gym - Baby Einstein Neighborhood Symphony Jumper
- Patented Product Innovations
 - High Chair Mess Mitigation Device High Chair Mess Mitigation Device - US #US2016/0309909 A1 - Issued Oct 27, 2016
 - Baby Einstein Sea Dreams Soother Baby Einstein Sea Dreams Soother - US #US9272225 B - Issued Mar 1, 2016
 - Bright Starts Hide n' Spin Monkey Bright Starts Hide n' Spin Monkey - US #USD712985 S - Issued Sep 9, 2014

SKILLS

- Adobe Suite
- Photoshop
- Illustrator
- Keyshot
- Autodesk Alias
- Sketchbook Pro
- Sketching
- Rendering
- Conceptualization
- Illustration
- Rapid Prototyping
- Problem-solving
- Plays Well with Others
- Collaborative
- Leadership
- Detail-Oriented
- Project Management
- Communication
- Vendor Relations
- Problem-solving
- Manufacturing
- Microsoft 365
- Mentorship
- Presentations