

**ALAN DENNIS** Phone: 909.210.2348  
E-mail: alan.w.dennis@gmail.com  
LinkedIn: www.linkedin.com/in/alanwdennis



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

**SUMMARY** Creative Director recognized for dynamic leadership, creating compelling design for global brands and fortune 500 companies. Expert in partnering with interdisciplinary groups to achieve strategic sales and marketing objectives. Extensive experience presenting to all levels, from team to C-level executive management.

**Core competencies include:**

- Creative team leadership and mentoring
- Brand building and management
- Licensor and strategic partner relations
- Art direction of photography & illustration
- Packaging and point-of-sale display
- Sales and promotional graphics
- Printing process and digital pre-press
- Trend and competitive product research

**PROFESSIONAL EXPERIENCE** **ALAN DENNIS DESIGN** Chino, CA

• 2009—Present

**Creative Director**

Independent design consultant, delivering innovative design solutions for logos, branding, style guide, packaging, trade show exhibit, print and web advertising and graphical user interface design. Mattel Preferred Vendor. Clients include Disney, NBC Universal, Nickelodeon, Spin Master, DreamWorks, AccessData Software & Nestle.

**RIVERSIDE COMMUNITY COLLEGE** Riverside, CA • 2011—Present

**Associate Faculty**

Highly rated instructor in Applied Digital Media and Art Departments. Courses taught include: Typography, Photoshop, Illustrator, Computer Art, Design Ethics & Legalities, Digital Portfolio, and Basic Design. Assignments and lectures draw upon my wealth of professional design industry experience, providing real world emphasis.

**PLAYHUT TOYS** City of Industry, CA • 2011—2013

*Leader in licensed play tents, toys and consumer products for children*

**Director, Packaging**

Manager of six to eight graphic designers, production artists, web designers and illustrators. Fostered strong relationships with licensors including: Disney, Marvel, DreamWorks, Barbie, and Nickelodeon. Designed and directed packaging, website, advertising, trade show and promotional graphics for new category launches.

**MATTEL TOYS** El Segundo, CA • 1995—2009

*The world's largest toy company*

**Design Lead / Staff Designer**

• 2000—2009

**Senior Project Designer**

• 1995—2000

As Design Lead and Creative Team Captain, I headed packaging teams from four to eight people in design execution, presentation, production, and milestone delivery. I interviewed, hired, mentored, art directed and scheduled the team. Packaging team point person for marketing, engineering, legal and other departments.

- Instrumental in achieving a 300% increase in Disney toy sales by designing innovative packaging and persuasive presentation graphics for the Cinderella Platinum campaign.
- Excelled under pressure, saving over \$100,000 while working with constrained budgets. Facilitated early product releases under accelerated deadlines.

**PROFESSIONAL DISPLAYS** Covina, CA • 1992—1994

*Manufacturer of modular exhibits, portable trade show displays, signage and graphics*

**Creative Director**

Managed graphics department, graphic designers, illustrators and manufacturing technicians. Produced: trade show displays, brochures, posters, sales sheets and instructional videos.

**EDUCATION** **ART CENTER COLLEGE OF DESIGN** Pasadena, CA

**B.F.A. with honors**, Graphic Design, Packaging.

**ACCOLADES** **Communication Arts magazine**—Featured packaging design

**Mattel Worldwide Excellence Award**—New product launch

**Mattel Rave Review Award**—Disney Princess packaging

**Mattel Kudos Award**—Performance beyond expectations and job scope

**SOFTWARE** Adobe CC: Illustrator, Photoshop, InDesign, Bridge, PowerPoint, Word, Excel, iWorks: Keynote, Pages, Numbers