

ERIC J. SIEBENALER

Visual Development Designer for Product and Entertainment.

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Experience

- 2014-Present **DESIGN CONSULTANT - EJS DESIGN LLC** **GLENDALE, CA**
- Character Designer/Vehicle Designer for 2020 Transformers pitch for new animated series
 - Freelance Prop designer for Halfshell Heroes: Blast to the Past animation for Nickelodeon.
 - Freelance Prop designer for Ben10: Omniverse animation for Cartoon Network.
 - Freelance Creature Designer and Colorist for Blazing Teen animation.
 - Developed highly detailed design inputs and turns for collectable statues for Adventure time, Godzilla, Legend of Korra, Mondoids, and Rocketeer IPs with Mondo Tees.
 - Worked with Hasbro Brand Development to create character art, brand bible, and retail display assets
 - Character illustrations for packaging on Star Wars product with Day 6 Creative.
 - Client list includes: Hasbro Inc, Mattel, Nickelodeon, Cartoon Network, Mondo Tees, Day 6 Creative, Yellow Tractsuit Entertainment, Just Play, Playful Games, Tomy International, Alpha Auld, and Ronin Design.
- 2002-2014 **HASBRO, INC.** **PAWTUCKET, RI**
- *In house designer and creative leader
- LITTLEST PET SHOP BRAND TEAM (2013-2014) - Design Manager in Leadership role**
- Led team of 5 designers and drove the vision for the reset of the brand leading up to 2014
 - Brought boys team experience and fresh thinking into a traditionally girls centric brand
 - Leveraged consumer insights to develop new product expressions and experiences
 - Partnered with Hasbro studios on integration of “show to shelf” designs.
- STAR WARS BRAND TEAM (2010-2013) - Design Manager in Creative role**
- Partnered with Licensor to deliver against very high brand expectations
 - Monumental success for the creative vision/development of the 6” Black Series figures with a 2013 Launch
 - Worked with internal and overseas partners to execute on-model collector targeted product
 - Developed and drove the vision for SW Fighter Pods stylized micro figure segment. 2012 Launch
 - Successfully combined key insights of micro figures, collectability, and smash/bash game play.
 - Created unique aesthetic for figures/vehicles that would suit Micro scale, but still be identifiable as StarWars
- TRANSFORMERS BRAND TEAM (2002-2010) - from Associate Designer to Creative Design Manager**
- Hybrid role between Internal Brand/IP Development
 - Defined visual direction for brand segments that apply to broad IP picture.
 - Established strong relationships with studio partners during development of 5 separate TF Animation Series
 - Initiated and drove the product design vision for TRANSFORMERS ANIMATED segment.
 - Embedded as TF design liaison w/ Cartoon Network during TF Animated.
 - Partnered with studio writers and artists to develop the stories, themes, and character/vehicle designs
 - Developed and drove innovations and brand message on the TF Brand team.
 - Became Team specialist regarding Transformation, Vehicle, and Character design.
 - Successfully adapted complicated Animation/Movie designs into simpler product that had more kid appeal.
- 1995-1997 **UNITED STATES ARMY - 19K ARMOR CREWMAN** **VILSECK, GERMANY**
- Demonstrated exemplary performance as key operator for the M1A1 Main Battle Tank.
 - Effective Communication/Mission Execution as a part of a group in high pressure environments.

Personal Lifelong artist. Husband. Father of two knuckleheads. Love geek/pop culture. Comics. Animation. Movies. College Football (go Irish!). Pro Football (go Bears!). Feel that meat on a stick is vastly underrated. Love to travel.

Education

- 1998 - 2002 **Purdue University** **WEST LAFAYETTE, IN**
Bachelor of Arts Degree, Fine Art, Concentration in Industrial Design
-Member of the Purdue Alumni Association