



# MATT GABE GRAPHIC DESIGN!

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## EXPERIENCE

### **Hasbro, Pawtucket, RI**

Senior Packaging Art Director, November 2015 – April 2018

Lead package designer for MARVEL action figures and role play items, Yo-Kai Watch, and KRE-O brands

Responsibilities:

- Deliver 'best-in-class' packaging for collector-focused projects as well as mainline offerings and retail exclusives
- Art Direct photoshoots and set design for high-end action figures aimed at the adult collector
- Work closely with structural engineers to create exciting and engaging retail and out of box experiences
- Oversee weekly group critiques with managers of packaging, branding, and retail & events teams
- Work with cross-functional team to establish strategy and key measures of success for each project
- Mentor junior staff, onboard new hires, represent packaging team in internal and external packaging reviews
- Oversee budgets for outside spend; work closely with vendors for product renderings, illustrations, logos, retouching, and packaging layouts

Accomplishments:

- Designed package for 2017 San Diego Comic-Con MARVEL Legends Daredevil exclusive; including commissioned art from Joe Quesada, holographic paper, sculpted embossing, and character bio written in braille
- Spearheaded improvement to packaging process by setting up guidelines for presentations to cross-functional directors and VPs
- Worked directly with lead design team at MARVEL to develop package branding for upcoming films – Black Panther, Avengers: Infinity War, and Ant-Man and The Wasp
- Designed and implemented updated branding for Seasons 2 and 3 of Yo-Kai Watch packaging across five unique product assortments
- Worked closely with Creative Director and Branding team to develop new packaging graphics for the re-launch of KRE-O Building Bricks, including designs for internal IP and licensed brands
- Worked with Creative Director to develop China-specific packaging for MARVEL and KRE-O to be sold in emerging markets

### **OXO, New York, NY**

Packaging Graphic Designer, January 2015 – November 2015

- Responsible for complete package designs from concept through final mechanical for multiple internal brand teams
- Directed photo shoots and assisted with photo styling for a variety of kitchen and home products to be used on packaging and on the web
- In charge of maintaining detailed schedules – including design/layout, photography, customer review, proofreading, and final mechanical turnover – for multiple products across numerous brands
- Daily interaction with Packaging Controllers in OXO's China office to manage the hand-off of final mechanicals and production of printed goods
- Worked closely with project managers and copywriter to develop instruction booklets for an all-new high-end line of kitchen electronics

### **MattGabe! LLC, NY/NJ/TX/CA**

Freelance Graphic Designer, April 2014 – Present

Multiple design projects for various clients including Fisher-Price, Nickelodeon, NBC's Celebrity Apprentice, Chameleon Cold-Brew Coffee, and Zico Coconut Water

Key Projects:

- Developed packaging, in-store signage, sell sheets, vehicle wraps, and web advertisements for Chameleon Cold-Brew Coffee
- Created label art for Tetra-Pak bottles, and package design for multi-pack retail boxes and corrugates for Zico Coconut Water
- Responsible for all Fall 2015 Thomas the Tank Engine TrackMaster packaging — including blister and closed box layout design as well as illustration and photography art direction
- Worked closely with Creative Director of Nickelodeon's in-house creative team on design concepts for multi-branded packaging style guide

### **Mattel Inc., El Segundo, CA**

Senior Designer – Hot Wheels Packaging, October 2009 – March 2014

- Designed and provided art direction on packaging line looks for Hot Wheels track and play sets and sub-brand categories
- Art directed complete packaging line look for Hot Wheels Ballistik – including logo, trade-dress, character illustrations, and play set illustrations
- Engaged independent contractors on package illustrations, logo creation and 3D renderings of products
- Interacted with overseas production team counterparts throughout Asia on a daily basis
- Worked closely with design team in Asia to create track set illustrations in-house, saving over \$50,000 in outside spend annually
- Directed photo shoots (with and without talent) for Hot Wheels products and play sets
- Collaborated with Copywriters to build Package Strategies; establishing product positioning and hierarchy of existing lines as well as new Hot Wheels sub-brands
- Worked closely with Marketing Team and Product Design Team to ensure package communication and overall strategies were on point
- Traveled to Hong Kong and China to support Mattel's Design & Development and Design for Manufacturing initiatives, participating in packaging workshops at Mattel's manufacturing facilities
- Worked alongside Structural Engineers to create unique package and blister executions

### **Encore Software, El Segundo, CA**

Package Designer, May 2008 – October 2009

- Conception and design of closed boxes, jewel cases, email blasts, web banners and other printed collateral for entertainment, productivity and educational computer software titles
- Redesigned line look of the Hoyle Casino Gaming suite — resulting in a 30% increase in sales over the previous year
- Worked both independently and with a team to achieve design goals of the company and game developers
- Created various printed effects layers for packages — including embossing, foil stamping, and holographic coating

### **DANA Communications, New York, NY**

Art Director, April 2007 – December 2007

### **MRM/Gillespie, Princeton, NJ**

Jr. Art Director, Oct 2005 – March 2007

## **EDUCATION**

The College of New Jersey, Ewing, NJ — BFA in Graphic Design, Minor in Photography, Spring 2005

## **AWARDS / DISTINCTIONS**

### **2011 American Package Design Awards, GDUSA**

Winner, Consumer Products Category for *Hot Wheels Rocket Car Science Kit*

### **2010 American Package Design Awards, GDUSA**

Winner, Electronics, Music and Personal Entertainment Category for *2010 Hoyle Gaming Suite*

### **ASTRA 2007 Awards, The New Jersey Communications, Advertising and Marketing Association (NJ CAMA)**

Gold Medal, Direct Marketing B-to-C, over \$5,000, Avis/Budget Chairman's Club