

J E F F F A L E R N I

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PROFESSIONAL PROFILE

- Experienced designer of numerous licensed plush and plastic products as well as original toys and characters.
- Has managed all stages of product life cycle from initial concept-and-design phase to completion, manufacturing & marketing.
- Worked in Hong Kong dealing directly with factories and vendors
- Experience managing teams of artists
- Ideation of various in market items with proven sales records
- Worked extensively with licensed product often dealing directly with the licensor
- Advanced sketching, prototyping and knowledge of toy mechanisms
- Advanced knowledge of industry standard computer design programs
- Self starter with the ability to meet short deadlines, attend to details and work on multiple projects

EXPERIENCE

2001–2003 Yanova Inc. New York, NY
Art Director/ Product manager

Product Design firm specializing in promotional and gift items, as well as custom production.

- Worked on such licensed products as Classic Disney, Winnie the Pooh, Monsters Inc, Nightmare Before Christmas, Nickelodeon, Dragon Tales, Rocket Power, Sponge Bob Square Pants, MGA (Bratz), Barbie, and the NBA.
- Directed a small staff of artist and designers.
- Ideation and design of original and licensed products, packaging, and collateral.
- Illustrate, Layout and Design all company advertising and promotion.
- Manage outsourcing of sculptors and sample mold makers.
- Daily contact with Hong Kong based factories to manage production and shipping.
- Overseas product sourcing, primarily in Hong Kong and China.
- Responsible for licensor approval
- Toy Fair experience in both showroom design and construction.
- Display booth design and set up

2000–2001 Idea Factory New York, NY

Product Manager/Lead Designer

Fast growing design company specializing in toys, gifts, premiums, and custom manufacturing.

- Produced 150 skus licenses including marvel Popeye, Snoopy, Dr. Seuss and many more for Universal Theme Park project
- Worked directly with Disney to create product categories, concept and designs for new product lines including Monsters Inc, Toy Story and Dinosaurs licenses
- Responsible for subcontractor supervision, material acquisition pattern development and cost analysis
- Conceptualized and designed toys, promotional products, packaging, and collateral
- Illustrated story boards for sales team
- Toy Fair experience in both showroom design and construction

1999–2000 Idea Factory New York, NY

Lead Designer

- Lead Plush designer on Plush Product lines including “Meanies” and Star Trek Beanies and WWE
- Promoted in company within 1 year

EDUCATION

1994–1998 Ringling School of Art & Design Sarasota, FL

- B.A., Illustration

1992–1994 Edison College Naples, FL

- Art History Major

ADDITIONAL SKILLS

- Advanced knowledge of Photoshop, Quark, Illustrator as well as Microsoft Office Product Suite
- Ability to work in a variety of styles and mediums from traditional to digital
- Advanced graphic design capabilities including page layout and package design

ONLINE PORTFOLIO AVAILABLE AT WWW.JFALERNI.COM

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