

# COLIN MERLO

*Graphic Designer & Illustrator*

## PROFILE

*Skilled in both Illustration and Design, with a background primarily in the Toy Industry, I have experience in packaging design, packaging illustration, product design, conceptualization, character design, storyboarding, marketing and branding design and animation. With over ten years' experience as an instructor, I have developed solid communication and organizational skills. I seek challenging opportunities, that will foster continual growth for my current abilities.*

## EXPERIENCE

### GOLIATH GAMES

*Graphic Designer / 2018 - Present*

- Creative responsibilities include, but are not limited to, packaging design, conceptual design, character design, presentation illustration, package illustration, logo design, generation of engineering drawings/views for prototypes and production, general graphic design, package engineering.
- Other responsibilities include, but are not limited to, keeping organized with all projects in a fast-paced environment with ever shifting priorities, communicating regularly with project managers and other artists while working remotely, regularly organizing files within the company server for access by other team members, mentoring junior and other designers, and attending/participating in/developing assets for trade shows (i.e., Fall Toy Preview, New York Toy Fair, PAX Unplugged, etc.).
- Highly proficient in Adobe Photoshop, Illustrator and InDesign as well as draftsmanship and illustration. Additional experience using packaging software for generating packshots and other pre-production imagery for proof-of- concept or presentation.

### TUCKER TOYS

*Designer / 2013 , Senior Designer / 2015 - 2017, Art Director / 2017 - 2018*

- Creative responsibilities include, but are not limited to, packaging design, conceptual design, character design, presentation illustration, package illustration, logo design, generation of engineering drawings/views for prototypes and production, general graphic design, package engineering.
- Other responsibilities include, but are not limited to, keeping organized with all projects in a fast-paced environment with ever shifting priorities, communicating regularly with outside vendors and overseas factories to ensure production timelines are followed, operating and maintaining in-house 3D printer, overseeing junior designers, attending/participating in/developing assets for trade shows (i.e., Fall Toy Preview, New York Toy Fair, etc.), and developing the aesthetic for product and packaging alongside the Creative Director.

### LIFESTYLE HEALTHCARE GROUP, INC.

*Assistant Director of Marketing / 2014 - 2015*

- Developed and created marketing materials including billboards, corporate identity, web graphics, brochures, and advertisements.
- Generated infographics and other related materials to assist in conveying the company's business model to investors, insurance representatives, and physicians.

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## EXPERIENCE CONTINUED

### N-FUSION INTERACTIVE

*Lead Artist / 2012 - 2013*

- Lead Artist for Leisure Suit Larry: Reloaded (launched July 2013).
- Generated 2D keyframe character animation, concept art and all finished environment backdrops for the game.

### THE ART INSTITUTE OF PHILADELPHIA

*Instructor / 2001 - 2012*

- Taught various courses within the Graphic Design and Media Arts & Animation departments including, but not limited to, Color Theory, Typography, Life Drawing, Anatomy, Character Design and Storyboarding.
- Received both the Teaching Excellence Award and Honored Faculty Award for exceptional classroom instruction and institutional involvement.

### GOLDMAN TOY GROUP

*Senior Designer / 1998 - 2001*

- Produced development sketches and control drawings to satisfy contract R&D requirements.
- Designed and produced animation; edited video for use in concept presentations.
- Developed product concepts through sketches; designed and developed characters, props, and environments to support product/concept presentations.

## SKILLS

### SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Autodesk Sketchbook
- Packshot/Owlet/Origami

### DESIGN

- Product packaging design
- Concept sketching/rendering
- Product/character styling views
- Branding/logo design
- Illustration
- Character design/Storyboarding

## EDUCATION

### MFA COURSEWORK, 2D ANIMATION (*completed 48 of 63 credits*)

*Academy of Art University / Online 2007 - 2012*

### AST, COMPUTER ANIMATION

*The Art Institute of Philadelphia / Philadelphia, PA / 1997 - 1998*

### BFA, PRINTMAKING

*Cornell University / Ithaca, NY / 1992 - 1996*