

# TRAVIS WATKINS

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## SUMMARY

As an experienced Director of Design and Development for toys and collectibles, I bring a deep understanding of design thinking and storytelling and how they can be applied to create innovative and engaging products, teams and organizations. With over a decade of experience in the industry, I have successfully used design thinking principles and storytelling techniques to guide the development of successful product experiences for top brands.

Throughout my career, I have led cross-functional teams and managed complex projects from ideation to production using design thinking and storytelling principles. By incorporating user feedback at every stage of the development process and using storytelling as a guiding force, I ensure that the end product is not only visually stunning but also practical, functional, and emotionally resonant.

## EDUCATION

**Savannah College of Art and Design (SCAD)**  
Savannah, Georgia  
Design Management  
Master of Arts, May 2019

**California Lutheran University (CLU)**  
Thousand Oaks, California  
Multimedia  
Bachelor of Arts, May 2002

## PROFESSIONAL SKILLS

Design Thinking, Design Ops, Creative Direction, Research & Insights, Product Design and Development, Business Development, Storytelling, Presentation Development & Delivery, Team Building & Mentoring

## PREVIOUS CLIENTS

Sony, Santa Monica Studios, Guerilla Games, 2K Games, Gearbox, Ubisoft, Universal Studios, Warner Bros, McFarlane Toys, Walmart, Gamestop, Mondo, Chick-Fil-A

## PERSONAL

Record Collector, Game Nerd, Film Buff  
Theme Park Enthusiast, Coffee Drinker,  
Cat Lover, Creative Tinkerer

## EXPERIENCE

### DIRECTOR, DESIGN DEVELOPMENT

[BDA INC.](#) | July 2022 - Present

- Build the vision of the product and unboxing experience for clients while managing the design development team.
- Collaborate with business development and clients to design programs and business ecosystems that achieve objectives and key results.
- Solve problems and manage change through design thinking, system design, process development, effective communication, and cross-functional team collaboration.

### CREATIVE DIRECTOR, DESIGN DEVELOPMENT

[IDEA PLANET](#) | August 2020 - July 2022

- Design and lead client-partner presentations to win new business.
- Design and Develop creative product concepts through collaboration with clients and internal teams.
- Draft and refine quote and spec documents to obtain factory costs and keep team aligned on project scope throughout the development process.

### PRODUCTION MANAGER

[CHRONICLE COLLECTIBLES](#) | June 2019 - March 2020

- Guided the creation of prototypes throughout the design and development process.
- Managed the communication, quoting, exchange of assets, and problem solving throughout the sampling and manufacturing process with the factory.
- Worked with studios to obtain licenses for collectible products and achieve product approvals.

### SMALL BUSINESS OWNER

[IMP HOUSE](#) | July 2011 - July 2019

- Orchestrated and optimized a team of artists and designers to amplify each project's value and impact. Worked with factories and logistics companies to manufacture and ship products globally.
- Developed original intellectual properties for game projects. Provided creative direction to artists and designers to enhance the theme and immersion of the game play experience.
- Designed and produced game components, instructional documents, and video content based on research insights and design goals.

### MULTIMEDIA DEPARTMENT MANAGER

[SIDESHOW COLLECTIBLES](#) | February 2005 - April 2011

- Developed and managed the multimedia department for the world's largest privately-held specialty manufacturer of licensed and proprietary pop culture collectible products.
- Collaborated with company stakeholders and department managers to define project scopes and coordinate multimedia efforts towards company goals.
- Conceptualized, produced, and executed marketing content, online events, live presentation panels, and convention experiences.