

ESTHER LEVINE

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SENIOR CREATIVE PRODUCT DESIGN LEADER

Concept-to-Market Design, Transforming Cultural Insight into Iconic, Commercially Successful Products

Innovation leader driving end-to-end concept-to-market development for globally recognized iconic toy and consumer brands, and delivering executive-level presentations that drive successful product outcomes. Expert in cultural, generational, and consumer behavior trend forecasting - translating evolving lifestyles, visual trends, materials, color direction, and market shifts into commercially successful, emotionally resonant product experiences. Effectively mentors designers and collaborates with cross-functional and global manufacturing teams across the U.S. and internationally. Fluent in English and Spanish.

CORE COMPETENCIES

- **Product Concept & Development**
- **Creative Strategy**
- **Brand Architecture & Visual Direction**
- **Scale Prototyping**
- **Girls Toys & Play Environments**
- **Global Manufacturing & Vendor Collaboration**
- **Patented Product Innovation**
- **Sustainable & Environmentally Conscious Design**
- **Cross-Cultural Team Leadership**
- **Academic & Industry Engagement**

PROFESSIONAL EXPERIENCE

MATTEL, INC., El Segundo, CA

Key Staff Designer – Barbie & Girls Brands, 2011 - 2026

- Headed design, concept development, and product innovation across Barbie play environments and girls' toy platforms, generating \$500 M+ in global lifetime sales.
- Designed and developed 7 generations of iconic Barbie Dream Houses and lifestyle play environments, evolving the brand's architectural identity, styling language, and interactive play features.
- Created over 20 award winning products
- Led creation of concept sketches, design renderings, and executive-level prototypes — producing high-fidelity models and directing model makers and sculptors.
- Developed feature and patented innovations, transformation mechanisms, and interactive storytelling elements that drove product approval, captured consumer trends, and enhanced play value.
- Orchestrated global cross-functional execution across engineering, marketing, and manufacturing teams in the U.S., China, and Mexico, safeguarding design intent through to production.
- Defined and codified visual and architectural standards for Barbie play environments adopted across multiple product lines.

- Mentored junior designers, accelerating skill development and improving quality and speed of concept development.

SPIN MASTER, Culver City, CA

Staff Designer – Girls Toys, 2010 - 2011

- Developed new toy concepts grounded in consumer insights and market trends, played a key role in shaping brand's visual identity, features, and immersive play experiences, ensuring alignment with original vision across product line.
- Collaborated cross-functionally with design, marketing, and engineering to drive alignment on product direction, streamline development, improve efficiency, and achieve consistent on-time delivery of cohesive product lines.

ADDITIONAL RELEVANT EXPERIENCE

MATTEL, INC., El Segundo, CA

Staff Product Designer - Barbie & Girls Brands

ESTHER LEVINE DESIGN, Burbank, CA

Founder & Creative Director - Toy, Health & Beauty Industry & Consumer Products

N.F. NAGY DESIGN, San Pedro, CA

Industrial Designer - Consumer Products

ALTOS COMPUTERS, Mexico City, Mexico

Industrial & Graphic Designer

EDUCATION

- **Bachelor of Science (BS)**, Industrial / Product Design (Honors), ArtCenter College of Design, Pasadena, CA
- **Bachelor of Science (BS)**, Industrial Design | Minor: Graphic Design, Universidad Ibero Americana, Mexico City, MX

INDUSTRY RECOGNITION

- Served as design judge for HGTV Dream Home–related programming, contributing product design expertise alongside interior designers and television personalities.
- Achieved recognition for design work associated with Barbie Dream House architecture and environments, inspiring for contemporary cultural interpretations, including theatrical film Barbie.

AWARDS & PATENTS

- Named designer on multiple issued patents in toy and consumer product design.
- Played key role in Toy of the Year (TOTY) - recognized product lines.
- Awarded Third Place - National Furniture Design Competition, Mexico City.

ACADEMIC & INDUSTRY ENGAGEMENT

- Mentor and guest collaborator with ArtCenter College of Design and Otis College of Art and Design.
- Participated in portfolio reviews, mentorship, and emerging designer development initiatives.

TECHNICAL SKILLS

- Adobe Creative Suite
- SketchUp
- Advanced Physical Prototyping and Model Building
- Working Knowledge of SolidWorks

LANGUAGES

English - Fluent
Spanish - Fluent
Italian - Conversational