





AMANDA SAYERS



BUSINESS & CONCEPT DESIGNER

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education.

MA BUSINESS DESIGN

Domus Academy
Milan, Italy [2019]

BFA TOY DESIGN

Otis College of Art & Design
CA, USA [2011-2014]

BA ANTHROPOLOGY, PSYCHOLOGY

University of Southern California
Magna Cum Laude
CA, USA [2007-2011]

SEMESTER ABROAD






University College London
London, UK [Spring 2010]

awards.

BEST STRATEGY (2019) [link]

Domus Academy x Bombay Sapphire
Milan Design Week Young Talents

skills.

-   Presenting
Networking
-   Adaptability
Ideation
-  Team Building
Organization

about me.

Ciao, I am a Play Designer from Los Angeles evolving into a Business Designer! I believe design is part of everything we do and that extreme people watching is the best way to glean insights. I know how to turn ideas into reality, but ideation is my favorite part of the process. When I am not eating buckets of ice cream you will find me playing international competitive dodgeball, hiking a mountain, or in a different country every weekend. Let's work together to use design and play to positively impact the world!

experience.

LEGO

Senior Concept Designer | Billund, Denmark | 2018

GOAL: Innovate a killer 2020 assortment for the LEGO Disney girls IP

- TASKS:
- Planned playful and fun concept and team building workshops
 - Utilized user insights to seek out new product play patterns & materials
 - Formed an idea sharing innovation network of designers across LEGO
 - Mentored junior designers & interns in conceiving and workshop planning

SKILL ACQUIRED: Managing innovation within the parameters of an IP partner

Toy & Concept Designer | Billund, Denmark | 2015-2017

GOAL: Make new & existing consumers fall in love with the LEGO Friends & LEGO Disney girls brands

- TASKS:
- Worked on a year long cross-team research and design project to develop, design and launch a brand update for the 2018 LEGO Friends line
 - Presented monthly insights, trends, and competitor info to the Girls team
 - Presented designer insights to the LEGO Fan community (Bricks by the Bay)

SKILL ACQUIRED: Taking a LEGO model from the ideation process to final production

MGA ENTERTAINMENT

Lead Playset Designer | Los Angeles, USA | 2014-2015

- TASKS:
- Designed playsets, graphics and fashions for the 2015 Bratz relaunch
 - Brand ideation, story and character development

SKILL ACQUIRED: Coordinating external freelancers and overseas production teams

BESTWAY INFLATABLES

Toy Design Intern | Shanghai, China | Summer 2013

- TASKS:
- Developed graphics & inflatable designs for both internal and IP brands
 - Organized and facilitated market research studies with ex-pat families

SKILL ACQUIRED: Working abroad & with R&D engineers to help realize our designs

JAKKS PACIFIC

Toy Design Intern | Santa Monica, USA | Summer 2012

- TASKS:
- Created products, graphics, and textiles for the Cabbage Patch Kids 30th Anniversary assortment

SKILL ACQUIRED: How to build an effective product line assortment