

Niki Artigas

Portfolio: www.nikiartigas.com

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WORK EXPERIENCE

Jazwares, LLC

Product Designer - Girls

April 2024 – Present

Culver City, CA

- Conceive and develop innovative toy concepts and play experiences for new and existing brands like Squish-a-Longs, Disney Stitch, SquishMallow Plush, Harry Potter, and Care Bears.
- Lead end-to-end product design, including research, ideation, concept development, prototyping, user testing, and production handoff.
- Collaborate cross-functionally with Brand, Product Management, Engineering, Packaging, Licensing, and Manufacturing teams to deliver products that align with brand strategy, licensor requirements, cost targets, and quality standards.
- Create product development sheets (PDS), color/material/finish documentation, and turnover packages with development teams and manufacturing partners in Asia.
- Manage product approvals by documenting specification changes, reviewing sculpts, paint masters, engineering samples, and production prototypes, and coordinating licensor feedback.

Mattel, Inc - Plush & Value Venture

Associate Product Designer

June 2022 – April 2024

El Segundo, CA

- Actively generate new toy ideas to enhance the plush and value venture brands at Mattel.
 - Brands I am directly involved with: Universal's Jurassic World, Star Wars, Pixar, Marvel, & Monster High.
- Design and develop for Mattel Plush and Value Venture and / or advertised lines or segments.
- Partner with Development Design, Engineering, Packaging and Cost Engineering to ensure product integrity and marketing objectives.
- Daily communication with Asia partners regarding concepts, costing, manufacturing, and sampling.

SpinMaster

Associate Designer - Games

June – August 2021

Long Island City, NY

EDUCATION

Fashion Institute of Technology

B.F.A., Toy Design

A.A.S., Illustration (May 2020)

May 2022

New York, NY

- Graduated Magna Cum Laude
- Women in Toys Scholarship Recipient, 2022
- Phi Theta Kappa Member

SKILLS & INTERESTS

- **Skills:** Adobe Creative Suite, ZBrush, Sketching & Brainstorming
- **Interests:** Video games, reading, dad jokes.
- **Languages:** English & Spanish (fluent)