

HOLLIE BROWN

PORTFOLIO: HEYOHOLLS.COM

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

Providence, RI Bachelor of Fine Arts, Illustration - 2015

EXPERIENCE



RHODE ISLAND NOVELTY

PACKAGE & PRODUCT DESIGNER 2024 - PRESENT

Design full package artwork, logos and styleguides. As well, I developed the artwork for a line of 17 unique skill & claw machines with a cohesive brand look and individual character designs. In my capacity as a product designer I develop items from conception to production, often utilizing 3D modeling.

CANAL TOYS

SR DESIGNER/ILLUSTRATOR 2016 - 2023

Design and Artwork for hundreds of products from arts and crafts to youth electronics, for markets in over 40 countries. Worked with licenses such as My Little Pony, Ty Beanie Boo, Gabby's Dollhouse, Paw Patrol and Num Noms. My work involved engaging in all aspects of development from initial concept presentations to component design, style-guide creation, packaging structure, manuals, labeling, and creation of all art assets used on package and marketing. As well as trade show displays and set up. My role in the Canal U.S. office also involved the supervision of other designers. The work of our team has received nominations for **Toy of The Year** and the **TAGGIE** for **Innovative Art and Design Visuals of the Year**.

HASBRO

DESIGN INTERN

2014

Interned on the integrated play team which aims to merge physical and digital elements to create new and unique play experiences. Participated in brainstorms, provided concept sketches, UI mock ups, and other required imagery to accompany concept presentations. Worked with brands such as Playskool and Disney Princess.

GORILLA PRINTING

SCREEN PRINTER & DESIGNER

2013, 2018

Screen-printed a wide variety of multicolor orders for t-shirts, sweatshirts and other clothing (2013). Designed 4 kinetic enamel pins and a sweatshirt/poster design for Flying Monkey shop in Salem, MA (2018).

FREELANCE



2025

TRIBUTE GAMES

Scott Pilgrim EX - Designed title logo.

LIMITED RUN GAMES

2024-2025

GEX Trilogy - Designed package, manual and disc artwork across 3 platforms.

Lollipop Chainsaw Re-Pop - Designed 40+ page art book with in-universe inspired layout.

Cyber Citizen Shockman - Designed package and disc artwork across 2 platforms.

BattleTanx 1&2 - Recreated retro N64 packaging.

Aero The Acro-Bat - Recreated retro SNES and Genesis packaging.

WALLRIDE GAMES

2024

Grandma, No! - Designed title logo.

RETROTAINMENT GAMES

2024

Haunted Halloween Trilogy - Illustrated splash artwork for package and poster. Designed title logos for Haunted Halloween '87 and the Trilogy collection.

Unannounced Project - Pixel art and animations for playable characters within SNES hardware guidelines.

WILD POWER GAMES

2014, 2018

Streets of Steel - Created the Pixel Art box cover used on the core game and expansions. As well as 3 Pixel Art panoramic backgrounds for the game. Created a Pixel Art variant of the game's logo.

High Heavens - Designed packaging for the 4 expansion sets. Designed 'Pantheon' icons displayed on the card backs and packaging to denote the assortment style. Designed status icons for use in the game cards and instructions. Card layout in InDesign.

SKILLS



ILLUSTRATION

Playful Characters and Environments. Digital and Traditional mediums.

PACKAGING

Die Lines and Solutions for packaging products that meet industry standards.

CONCEPT ART

Exploratory Sketching and quick iteration for development process.

PIXEL ART

Sprites, Animations and Environments in a variety of styles & resolutions.

TOY DESIGN

3D sculpting, Innovating new play patterns, Trend Research, Component Spec, Accessible Instructions.

GRAPHIC DESIGN

Branding, Logos, Style Guides. Vector Artwork.

GAME DESIGN

Tabletop and Digital gameplay, UI/UX & Story development.

SOFTWARE

Proficient in Adobe CC, Photoshop, Illustrator, InDesign, Nomad Sculpt, Animate, Microsoft Suite, Aseprite, Procreate, Blender.



THANK YOU FOR READING!



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