

ROBERT

BRATTESANI

CONTACT INFO

📍 3708 Country Club Drive
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PORTFOLIO

🌐 www.brattesani.com

EDUCATION

Academy of Art University,
San Francisco 1997
Bachelor of Fine Arts
in Illustration

AWARDS & PATENTS

"Toy of the Year Award
Winner" Verticon from
Family Fun Magazine

"10 Best Games for Kids"
SecretBuilders from
Parent Magazine

"Excellent Products Award"
Dodge Disc from
IParenting Media

"National Parenting
Publications Award"
from SecretBuilders

"Best Games and Puzzles"
Verticon from Great
American Toy Test

"Best 100 Toys" Slimeball
Dodgetag from Dr. Toy's

"Best Toy Award"
Slimeball Dodgetag from
Learning Express

"2017 ASTRA's Best Toys
for Kids award" Spinos
Mega Trax Challenge

"Best Toys 2016"
Mega Rocket from
Parents Magazine

Patent # 20070069471
Airstream Supported
Asymmetric Battling
Spheres, Verticon

Patent Filed: Controllable
Spinning Device [Spinos]

WORK EXPERIENCE

CREATIVITY, INC.

Funfare, LLC
2018 - 2019

CREATIVE DIRECTOR

Led the creative process for industrial design, inventions, and worked on projects for both Creativity, Inc and Funfare LLC.

Industrial Design

Executed industrial design projects for companies such as Playmobil, Dr. Cool, and Basic Fun.

Inventions

Invented over 20 concepts for Funfare, LLC. Directed the design process, including concept sketches, renderings, presentation boards, sizzle tape storyboards, graphic design to 3D printed prototypes.

Consulting

Led creative on refreshing a 40-year-old toy line to better align with the U.S. consumer, including conceptual design, industrial design, product lineup, and a complete rebranding of packaging with a focus on Walmart stores.

DIGGIN ACTIVE

2014 - 2018

HEAD OF DESIGN AND DEVELOPMENT

Drove product development including introducing 5 new brands and more than 20 new products, from invention to prototyping to final design and packaging, covering all aspects of creative and design.

Inventions

Invented and produced brands such as SlimeBall™, Spinos™, Mega Rocket™, Micro Missiles™, and Chuck Mouth™.

Brand Creation

Developed concepts to fully branded real world products. Produced designs, backstory content, packaging, and product marketing.

Industrial Design

Managed and developed the company's concept boards, working prototypes, control art, graphic design [logo], and packaging design.

Manufacturing

Managed multiple design iterations with factories to achieve cost targets.

Patents

3 patents filed for Spinos™, Micro Missiles™, and Flingz™.

SECRETBUILDERS

2007 - 2014

CHIEF CREATIVE OFFICER

Led creative development of SecretBuilders, an education-based virtual world for children and young adults, from a concept to a profitable service with more than 10 million users and growing. Produced more than 80 mobile games over two years.

Leadership

Founding member of executive team, helping to drive overall product strategy, business development, and company operations.

Management

Identified, hired and managed diverse set of creative resources, including offshore teams and numerous contract design firms and freelancers.

Mobile

Designed visual concept, game mechanics, storyboard, and UI/UX for seven mobile game engines, including virtual world, puzzle, hidden object, spot-the-difference, hangman, and dress-up engines. Led production of more than 80 mobile games using these engines. Created "Puppy Run" and "Fashion Superstar" mobile games from scratch, resulting in more than 1 million downloads.

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WORK EXPERIENCE

WILD PLANET 2003 - 2007

● Concept Development

Created all original sketches and concepts to deliver a virtual world comprised of 15 detailed realms and an avatar generator. Designed hundreds of rooms with educational activities, games, and virtual goods for users to create, decorate, buy, sell, and trade.

● Art Direction

Directed a team of graphic designers, illustrators, and animators to bring life to designs, including characters, background, and UI/UX for web and mobile applications.

● DIRECTOR OF PRODUCT DESIGN/INVENTOR

Drove production of more than 20 brands and products at Wild Planet, including Verticon™, Aquapets™, SpongeBob SquarePants™, LiteFormz™ and Spy Gear™.

● Product and Brand Development

Designed and product managed licensed products for Disney's Power Rangers, Dreamworks "Over The Hedge" and "Madagascar", and SpongeBob SquarePants. Designed and engineered products to captivate kids while also maintaining the desired cost of goods, ensuring a profitable product. Products designed, engineered, cost reduced to meet strict scheduling deadlines.

● Inventions

Verticon™ Air Battle Arena [Patent # 20070069471]- Developed concept, story line, strategic game play and product design, and contributed to product engineering and operations, resulting in more than 2 million units sold in 4 seasons. Additional inventions : Liteformz™ and Spy Gear™ Dodge Disc.

● Business Development

Spearheaded the initiative to add Wal-Mart as a distributor. Led research and development of products that would meet the needs of buyers and their price points for the world's largest retailer. Drove research into future trends and development of resulting product strategy. Created opportunities in the toy industry to create new products and brands. Presented more than 20+ concepts that resulted in 4-8 products into market each year.

RAZORBACK 2002 - 2003

● OWNER

Owned and operated a design consulting firm specializing in graphic and product design for companies such as Think Twice, Antenna Toppers, and LeapFrog.

AVANTGO 2000 - 2002

● SENIOR DESIGNER

Led Illustration, print, presentation and electronic collateral for a trailblazing mobile web company.

HASBRO [Galoob Toys] 1995-2000

● PRODUCT DESIGNER

Over 100 products designed from concept to on the shelf product for Classic Star Wars, Episode I, Episode II, Micro Machine, and the GI Joe franchise.

DANGER PRODUCTIONS, 1993-1995

● MODEL MAKER AND FABRICATOR

Character fabrication and animated props for ABC animated television series "Bump in the Night."