

# Orlando Villagran

Illustration  
United States

View the full portfolio at <http://www.thecreativefinder.com/orlandovillagran>

## Professional Experience and Curriculum Vitae

I am a professional graphic designer who is loving printmaking and recently decided to illustrate! I did have a double major at Otis as an Illustrator and Graphic Designer. I think the depth and focus of illustration would be really absorbing.

## Previous Clientele

Mattel Toys, J. Paul Getty Museum, Jada Toys, EA Games, Jakks Pacific, AAA of Southern California

## Awards and Accolades

### CAREER OBJECTIVE

Bringing fulfillment to people's lives through brand design innovation.

## WORK EXPERIENCE

### Proprietor

Orlando V. Design, Los Angeles, CA

July 2007 to present

I design packaging, websites and various design materials for companies large and small. Clients include Jada Toys, Jakks Pacific, Playhut and EA Games.

### Senior Designer

Excalibur Electronics, Inc., Miami, FL

July 2006 to June 2007

My principle role was to mainstream the art department with improved conceptualization and execution of package and product graphics. I led the Excalibur corporate logo redesign project. NASCAR, The Weather Channel and The New York Times are among the brands I coordinated approvals and designed packaging for. I managed the interns as well, mentoring the group with hands-on Apple/Adobe software training and package sample production.

### Design Manager

Mattel Toys, Inc., El Segundo, CA

August 2004 to February 2006

As Design Manager of Matchbox packaging I partnered with Marketing and Product Design I designed the logo and art-directed the style guide design while leading the packaging team in the creation of over 300 hundred packages a year with multiple sub-brands. Sales grew more than 100% and the new direction successfully reinvigorated this classic toy brand.

### Senior Project Designer

Mattel Toys, Inc., El Segundo, CA

January 1997 to July 2004

In my first year I designed the launch of Mattel Classic Games (namely Magic 8 Ball, Kerplunk! and Toss Across) and the relaunch the global card game, UNO. In 2002 the brand received a refresh. In the seven years I was with it, UNO has been a huge success. Mattel Games licensing approvals were another responsibility. I designed packaging for many licenses like Nickelodeon, Disney, NBA, Marvel Comics, DC Comics and NBA. Responsibilities included art direction of photo shoots, contracting

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