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BRIAN OSTROFF

Art Director + Creative Director

EXPERIENCE

Jul 2024 to Present

Senior Packaging Designer

Mattel, Global Design Team: Toy Story · KPop Demon Hunters
Jurassic World (Mainline & Imaginext) · TMNT · Mattel Creations
El Segundo, CA

- Lead creative direction, brand identity, and packaging for Disney/Pixar's Toy Story and Netflix's KPop Demon Hunters, from concept through licensor approval and production.
- Direct and mentor 10 designers across 3 Mattel of Asia (MOA) studios, setting quality standards and reviewing layouts and illustration at every stage.
- Led generative AI adoption for the packaging group. Built the workflow and trained 15+ designers on Vizcom, Leonardo, and enterprise LLM tools, then presented it to Mattel's full design team. Concept rounds now take days instead of weeks.
- Designed the Jurassic World Comic-Con exclusives, both sellouts. "Convention Crasher" (2025) went in 13 minutes, Mattel's fastest-selling SDCC SKU. Owned art and creative direction for the Hammond Collection Velociraptor (2026), a TAGIE Awards finalist.
- Developed the line look and global style guide for an upcoming Toy Story launch, covering typography, color, illustration style, packaging, retail, and digital assets. Created the look for Jurassic World Dino Reveal and contributed to Rebirth and Survival.
- Partnered with artist James Jean on Masters of the Universe 2-Packs for Mattel Creations (2026), creating mirrored window boxes that combine into one composition and adapting his illustrations across the outer packaging and sleeve linings.
- Art direct lifestyle photoshoots, demo videos, and figure posing for package insets and ecommerce with the in-house photo and video teams.
- Pitch concepts to Netflix, Disney/Pixar, and Universal in weekly reviews and workshops, and move approvals through marketing, product, engineering, and licensing. Delivered packaging for 150+ SKUs on Toy Story, KPop Demon Hunters, and Jurassic World.

Jun 2020 to Jan 2024

Graphic Designer

Activision, High Moon Studios
Remote

- High Moon's sole in-house graphic designer, working on five top-grossing Call of Duty Premium titles and multiple Warzone maps: logos, signage, wayfinding, title screens, icons, environmental graphics, and the DMZ visual system, grounded in location research.
- Headed the High Moon Studios rebrand across identity, print, merchandise, and the studio environment, and raised engagement 20% through social design.
- Established the template for monthly all-hands presentations to the 275-person studio, unifying video, imagery, and copy from executive presenters.
- Invented fictional in-world brands and cleared them with Legal against real trademarks. Reviewed foreign-language text with the cultural department for accuracy and respect.
- Embedded with the concept art team, delivering 30+ finished assets a week.

Jan 2019 to Jun 2019

Graphic Designer

ShineLA, Designmatters Fellowship at ArtCenter College of Design (1 of 3 selected)
Pasadena, CA

- Co-designed the brand and digital ecosystem for a Cedars-Sinai health initiative, one of the world's largest physical activity studies. It aimed to raise activity 10% in Los Angeles by the 2028 Olympics, with a focus on low-income families and communities of color.
- Extended the visual language into a culturally tailored mobile app, wearables, play spaces, print, and a zine for Cedars-Sinai, LA Recreation and Parks, Garmin, and Discovery Cube.
- Conducted qualitative research to shape the design. Presented each round to the health, city, and sponsor partners and revised the work based on their feedback.

BRIAN OSTROFF

Art Director + Creative Director

EXPERIENCE

Aug 2003 to Jul 2018

Department Chair & Program Director
Los Angeles Unified, Los Angeles, CA · Vistamar School, El Segundo, CA
High Tech High: Bayshore, Redwood City, CA · Quarrendon Upper School, Aylesbury, UK

- Led the art department at High Tech High. Implemented a performance review framework for teachers and trained 20+ staff in technology and web development.
- Founded the Art Lab at High Tech High, an individualized studio for 90+ students. Aligned it to state and national standards and won over administrators, faculty, and parents.
- Launched the ceramics, media design, photography, and film departments at Vistamar. Introduced and taught Visual Literacy, a weekly seminar for the entire freshman class.
- Recruited from the U.S. to join a turnaround team at Quarrendon Upper School (UK) while it was in special measures. Taught art and design to 960 students a week and worked with parents and senior leadership on the rebuild. Rated outstanding by Her Majesty's Inspectors.
- Restructured the art programs and supply systems at seven under-resourced Title I schools in Los Angeles Unified while teaching 150 students a day on a rotating schedule.
- Authored all curriculum and assessment rubrics and managed annual class budgets at every school. Served on accreditation committees at High Tech High and Vistamar.

EDUCATION

Master of Fine Arts · *Graphic Design, with Distinction*
ArtCenter College of Design
Pasadena, CA · 2020

Bachelor of Fine Arts · *Art Education, Art History, Studio Art*
The School of the Art Institute of Chicago
Chicago, IL

AWARDS

2026 *TAGIE Awards Finalist*, Most Innovative Designer of the Year: Art & Visuals
Mattel Action Figures Team, Jurassic World Hammond Collection 25th Anniversary Comic-Style Velociraptor

2025 *TAGIE Awards Finalist*, Innovative Art and Design Visuals of the Year
Mattel's Jurassic World Packaging and Product Design Team

2020 *Silver, IDSA International Design Excellence Awards*, Student Designs, ShineLA

2020 *Core77 Design Awards*, Student Notable, Design for Social Impact and Sports & Recreation, ShineLA

2019 *Ruth Sackner Award for Typography and Language,* Hoffmitz Milken Center for Typography, ArtCenter

SKILLS

Leadership: Creative direction, team leadership, budget management, performance reviews, mentorship, stakeholder and licensor alignment, cross-functional collaboration, creative operations, global production management

Craft: Art direction, creative strategy, brand systems, packaging design, campaign development, visual storytelling, typography, print production

Design Tools: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Acrobat, Figma, Frame.io, FontLab, Glyphs, PowerPoint, Keynote

Creative AI: Generative AI workflows, Vizcom, Leonardo, Ideogram, Gemini, ChatGPT, Claude