

BRIAN OSTROFF

Art Director + Creative Lead + Generative AI

EXPERIENCE

Present
July 2024

Senior Designer

Mattel, Global Design Team: Toy Story • Jurassic World
KPop Demon Hunters • Imaginext • Mattel Creations
El Segundo, CA

- Lead creative strategy, brand identity, and packaging design across Disney/Pixar's Toy Story and Netflix's KPop Demon Hunters, defining direction, driving concepts through licensor approval and global production.
- Direct and mentor design and illustration teams at Mattel of Asia (MOA), spanning 10 designers across 3 studios, setting creative standards and reviewing output through final delivery. Art direct figure posing for package insets and ecommerce assets.
- Art direct lifestyle photoshoots and demo videos with Mattel's in-house photo and video teams, delivering ecommerce and marketing assets across multiple brands.
- Collaborated with artist James Jean on package layout and structure for the Masters of the Universe x James Jean 2-Packs (Mattel Creations, 2026), developing mirrored window boxes that combine into a single composition. Art directed his illustrations across outer boxes and sleeve linings.
- Built and rolled out the design group's generative AI workflow, training the packaging design team on Vizcom, Leonardo, and enterprise LLM tools and establishing team standards for AI-assisted concept development. The workflow is now standard practice for ideation, mood development, and illustration direction.
- Designed Mattel's San Diego Comic-Con Jurassic World packaging, sold out two years running (2025 and 2026). The 2025 "Convention Crasher" release sold out in 13 minutes, the fastest-selling SDCC SKU in Mattel history.
- Developed the line look for Toy Story Galactic Rescue and Jurassic World Dino Reveal, scaling each into full style guides covering typography, color, illustration direction, and packaging principles deployed across global markets. Contributed to the line looks for Jurassic World Rebirth and Survival.
- Partner directly with brand, creative, and marketing teams at Netflix, Disney/Pixar, and Universal through weekly packaging development reviews, concept presentations, and annual strategic brand workshops.

Jan 2024
June 2020

Graphic Designer

Activision, High Moon Studios
Remote

- Designed immersive in-game environments for five of the world's highest-grossing Call of Duty Premium releases and multiple Warzone maps, covering brand logos, signage, wayfinding, title screens, icons, and environmental graphics, grounded in visual and cultural research across global locations.
- Repositioned High Moon Studios' internal and external brand presence through creative strategy, identity, and print production oversight across a full merchandise line and studio environment. Increased brand engagement 20% through social design and copywriting.
- Established the template and designed monthly all-hands presentations for a 275-person studio, integrating video, imagery, and copy from executive presenters into a consistent format.
- Partnered with Legal to ensure copyright compliance across design elements and brand naming.

June 2019
Jan 2019

Graphic Designer

ShineLA - Designmatters Fellowship, ArtCenter College of Design (inaugural cohort, 3 selected)
Pasadena, CA

- Designed the brand and digital ecosystem for ShineLA, a Cedars-Sinai public health initiative and one of the largest population-based physical activity studies in the world, targeting a 10% activity increase across Los Angeles ahead of the 2028 Olympics with a focus on low-income families and communities of color.
- Created a multi-channel design system spanning identity, a culturally tailored mobile application, wearable devices, environmental play spaces, a community zine, and print collateral for Cedars-Sinai Health Equity, LA Recreation and Parks, Garmin, and Discovery Cube.

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EXPERIENCE

July 2019
Aug 2003

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 creative programs across U.S. and UK public, private, and charter schools, overseeing curriculum, creative direction, budgets, faculty development, and six disciplines including graphic design, motion, and photography. Managed teachers, administrators, families, and community partners, strengthening cultural norms through consistent communication and community events.
- Supported accreditation at three institutions in the U.S. and UK through curriculum development, documentation, faculty support, and organizational planning.
- Trained and mentored faculty in design methodology, web development, digital publishing, book design, and print and camera systems.
- Served as an itinerant arts specialist across seven Title I LAUSD schools, restructuring programs and supply systems for sustainable handoff.
- Recruited internationally to a school turnaround team, directing programming for 950 students weekly and aligning families, faculty, administrators, and senior leadership.

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

2025 & 2026 *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 College of Design

SKILLS

Leadership: Creative direction, people leadership and mentorship, creative operations, AI workflow development, global production management, staff training, stakeholder and licensor alignment, cross-functional collaboration

Craft: Art direction, creative strategy, brand development, campaign development, visual storytelling, typography, global print production

Design Tools: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Acrobat, Bridge, Figma, Media Encoder, Dimension, FontLab, Glyphs, PowerPoint, Keynote

Creative AI: Generative AI, prompt development, AI-assisted creative workflows, Vizcom, Leonardo, Ideogram, Gemini, ChatGPT, Claude

Fine Art: Drawing, illustration, painting, ceramics, collage, photography, woodworking