

# TOM TVRDIK

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## SENIOR PRODUCT DESIGNER | CREATIVE MANAGER

Designed and developed innovative products for consumer goods, collectibles and seasonal markets. Created in adherence to brand guidelines. Conceived and advanced product from the concept through production. Utilized design and technology skills to conceptualize and realize the vision of various projects. Managed consumer lines with multiple distribution channels. Recognized for creativity and product success. Skills:

- Product Design
- Traditional & Digital Design
- Adobe Suite
- Illustration
- Innovation /engineering
- Materials / Production Methods
- Creative Direction
- Brand Direction
- Microsoft programs
- Sound Studio Production
- Revenue Growth
- Strategic Direction /Marketing
- Project Management
- Print Production
- Licensing
- Sculpting
- Graphic Design
- Prototyping / Electronics

## PROFESSIONAL EXPERIENCE

### AMERICAN GREETINGS CORP. Cleveland, OH

1992 to 2018

Leading producer of greeting cards and social expression content with sales of \$2.1B.

#### Senior Designer / Product Developer 2008 to 2018

Specialized in three-dimensional seasonal décor products, from concept through manufacturing. Led strategic vision, implementation and execution. Ensured budget and adhering to standards and guidelines. Managed schedule and freelance staff and led staff of 7. Coordinated extensively with Asian staff and vendors.

- Coordinated products through various departments within the company and outside manufacturing.
- Partnered with global team and vendors.
- Increased efficiency by 5-times by simplifying processes and content, and centralizing responsibilities.
- Passionate about growth and innovation, championed and recruited successful licenses such as Godzilla, Marvel, Universal and A Christmas Story to expand and strengthen product offering. This resulted in increased sales, product exposure and consumer recognition.
- Increased revenue by 30% by implementing an emergency schedule and contracting outside providers and met near impossible timeline by creating 28 new ornaments for the newly acquired Mattel line.
- Earned title of “Michelangelo of Godzilla” from Toho licensor for innovative designs and superior sculpting and prototyping. Sculpted designs and created prototypes including King Kong, Godzilla and A Christmas Story receiving first review approvals from licensors and reducing timelines.

#### Product Designer 2001 to 2008

Designed 2 and 3 dimensional products from concept through production including creative direction, innovation, licensing content, and creation of seasonal décor, gift wrap and party goods.

- Completed 16-month ornament training program in 8 months.
- Created a product vehicle used across product categories, year over year resulting in over \$15 million in additional revenue over a 10-year period.
- Implemented innovative ways of communication with Asia counterparts and vendors, saving time and translation issues enabling reduction in 14-month production span to less than 12 months.

#### Graphic Designer 1992 to 2001

Designed greeting cards, party goods, giftwrap, bags, packaging, home décor, stationary, and stickers. Involved in creative direction, working within teams, innovation, licensing decisions, and creation of seasonal décor and party goods.

- Created gift wrap for Target with innovative character design resulting in a request for a series of the design resulting in 90% sell through at retail and improving our business position / relationship.
- Selected to help transition the creative department from traditional to digital art / product creation, training the creative department in programs and workflow. Resulted in a completely digital workflow through the creative department.

**FAR EAST MONSTERS LLC**, Cleveland, OH

**2005 to 2009**

Startup company, leveraging the Toho license to create fine collectibles and various products for all age groups. Tied the company identity to autism awareness.

**Owner / President**

Created and managed company and implemented business model, company identity, branding, product development, website development, advertising, promotion and import.

- Negotiated licensing agreements. Managed financing, budgeting and sales.
- Negotiated and cultivated retail placement.
- Brought to market two unique collectible figures featuring light and sound, critically acclaimed by consumers and collectors and highly sought after to this day. Garnered a 50% sell through in the first year and an 80% sell through of the 2 collectible figures overall.
- Created coloring poster and floor puzzle to expand into children's market and utilized during presentations at various conventions to bring young fans into genre. This gave opportunities for interactive sessions at conventions and retail appearances.

**HATTER'S ARCHITECTURAL ILLUSTRATIONS**, Lyndhurst, OH

**1989 to 1991**

Creator of illustrations and scale models of architectural interiors and exteriors using client blueprints and reference sources.

**Senior Illustrator/Model Maker**

Created illustrations and scale models under tight deadlines for companies and firms such as; British Petroleum, Little Tikes and Rubbermaid. Interpreted client blueprints to highlight architectural features and create meaningful visual impacts.

- Accelerated through 18-month training program in 4 months becoming senior illustrator in the first year.
- Created new style of painting skies in illustrations, creating dynamic appeal. Resulted in rebranding, renewed client excitement and return business.
- Contributed key additions of sunken ship to create reef and an underwater observatory to proposed resort in South Korea.
- Conceived and designed the marquee fountains for a proposed Emmy Awards building in Burbank, CA and the main entrance of the American Greetings Headquarters in Cleveland, OH.

**EDUCATION**

**BFA**, Medical Illustration, Minor Drawing, Cleveland Institute of Art, Cleveland, OH  
Coursework, Medicine, Case Western Reserve University, Cleveland, OH

**APPLICATIONS**

- Adobe Photoshop
- Adobe Illustrator
- Microsoft Suite
- Adobe Draw / Sketch
- Art Range
- Sculpttris

**COMMUNITY SERVICE**

Disaster relief in North Carolina  
St. John Bosco Carnival  
Autism Awareness Support