

# NATALIE BICHLER

VISUAL DESIGN  
STORYTELLING  
TOY DESIGN  
CARTOONS

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Natalie is a well versed designer with a strong foundation in Fine Arts, graduating with honors, specializing in illustration. She has honed her expertise across a diverse range of creative fields, including product development, graphic design, and streaming services.

## KIDROBOT – PRODUCT DESIGNER

April 2024 – Current

- Conceptualizing and Developing Tech Packs (Product Turnarounds) in **Adobe Illustrator** for designer plush and art toys.
- Designing products in collaboration with prominent licensors, such as Disney, Fox, Sanrio, and Warner Bros, while ensuring alignment with their style guides and leveraging provided assets to create innovative new designs.
- Collaborating with overseas manufacturers to refine prototypes prior to production, including creating detailed drawovers and edits in **Photoshop**. This process involves specifying PMS Pantones, fabric types, and finishes to ensure the highest quality standards.
- Designing Packaging to fit individual products needs and create consumer appeal and collectability.
- 3D Sculpting production ready vinyl and resin figures in **ZBrush**.

## PEGGY BROWN CREATIVE CONSULTING – PLUSH DESIGNER

May 2022 – January 2024

- Collaborated with one of North America's most influential female toy inventors, contributing to product lines sold to major companies like Hasbro, Moose, and Jazwares.
- Designed a wide range of plush and toy products, including trend-driven, collectible, girls' toys, and infant items. This role involved market trend analysis, product conceptualization, creating digital renderings and patterns, as well as developing sewn prototypes.
- Conceptualized and designed card games, board games, and family games, including notable titles such as Left Right Center and Who is the Goat? This included overseeing the graphic design for

## DECORATE-IT APPAREL LLC – LEAD DESIGNER

August 2020 – May 2022

- Lead Designer, responsible for crafting brand identity, logos, branding collateral, marketing materials, and social media content.
- Designed and developed a fully responsive WordPress website, optimizing both frontend and backend for mobile and desktop platforms.
- Collaborated with clients to create designs optimized for various printing methods, including digital printing, silkscreen, and heat transfers, while preparing digital art files for color separation in Photoshop.
- Created custom .SVG designs for made-to-order products, enabling user personalization directly on the website.

## CARTOON NETWORK – DESIGN INTERN

January 2019 – April 2019

- Collaborated closely with a team of designers on the Boomerang OTT platform, contributing to the platform's overall design strategy.
- Designed for multiple platforms, including mobile, tablet, console, and large-scale (10ft) screens, ensuring a seamless user experience across all devices.
- Created a diverse range of assets and deliverables, including banners, logos, and illustrations, to support platform branding and user engagement.
- Redrew classic cartoon frames to align with Boomerang's unique branding style, adapting iconic visuals into modern assets for the platform.