

NATALIE BICHLER

VISUAL DESIGN
STORYTELLING
TOY DESIGN
CARTOONS

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

DECO-RATE-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.