



Shane Hartley

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Experience

Art Director August 2006 - Present

WizKids, Inc. (subsidiary of The Topps Company), Bellevue, WA, a collectible game and toy company

- Sole Art Director for company of \$34 million in revenue, managing over 6 brands at one time
- Managed and set daily priorities for 2 departments (4 designers/photographer, 4 sculptors/painters, 3-5 contractors)
- Prepared and maintained design and sculpting budgets totaling over \$800,000
- Art direction and design of all print, web, and plastic components, including brand logos, packaging, web, photography, publications, game components, trading cards, displays, sculpting and painting of miniatures
- Development and management of all creative assets/vision, both corporate and product level
- Extensive experience with licensed products, IP development, and consumer product branding
- Commissioned and managed external sculptors, both domestic and foreign, illustrators, and design/artist studios and was responsible for administration of all contracts and monitoring payment to those vendors
- Traveled to China to improve sculpt and print production, and scout new vendors
 - Reduced the overall cost, production time, and revisions of the sculpting process
 - Improved sculpting efficiencies, resulting in 10% reduction in tooling costs
 - Balanced workloads/personnel to meet deadlines without compromising product quality
 - Implemented an automated data merge process resulting in approx 70% time savings and less mistakes
 - Promoted from Junior Designer to Art Director in only 4 years

Design Manager December 2005 - August 2006

WizKids, Inc., Bellevue, WA

- Managed the creative assets/vision of the company in lieu of an art director
- Managed a team of graphic designers to create, design, and produce game products
- Supervised external artists and graphic designers
- Assigned and tracked projects, deadlines, and conducted employee reviews
 - Built a reputation of innovation, completing projects sooner than expected, and 'saving the day'

Art Lead July 2004 - December 2005

WizKids, Inc., Bellevue, WA

- Assistant to the Art Director
 - Designed the 'look and feel' for Pirates of the Spanish Main, *Dr. Toy's Toy of the Year 2005*

Graphic Designer July 2003 - July 2004

WizKids, Inc., Bellevue, WA

- Packaging, web, print, and game component design

Junior Designer/Concept Artist July 2002 - July 2003

WizKids, Inc., Bellevue, WA

Graphic Designer January 2002 - March 2002

Fossella & Associates, Boise, ID

- Packaging and marketing

Production Worker, Designer February 1998 - July 1998

McNamara Signs, Seattle, WA

Freelance

Ginormous Industries

- Exclusive/premium constructible toy design
- Logo, packaging, and publication design

Goodman Games

- Roleplaying publication art direction, design, and layout
- Logo design, T-shirt design, ad layout, and web design

Education

The Art Institute of Seattle, Seattle, WA 2001

School of Design, Visual Communication

Associate of Applied Arts Degree

Languages

English/Spanish

Software

Illustrator
InDesign
Photoshop
Office

Licensors

Star Wars (Lucasfilm)
Pirates of the Caribbean (Disney)
Battlestar Galactica (Universal)
Halo (Bungie/Microsoft)
DC Comics
Marvel
Dark Horse
Image
Freddy vs Jason (New Line Cinema)
Aliens vs Predator (20th Century Fox)
Nascar
Major League Baseball