

# Lily daMota

CREATIVE DESIGN PROFESSIONAL  
New Concept Development | Strategy | Illustration  
Cranston, RI [lilydamota@gmail.com]  
857.203.2299

**SUMMARY //** Creative and innovative Product Designer with 10+ years of experience in product development, toy design, and illustration for iconic brands. Skilled at driving design strategy and crafting unique play experiences from concept to execution. Passionate about pushing creative boundaries, collaborating cross-functionally, and delivering impactful products. Eager to take on new challenges in design and product development, where I can apply my expertise and creativity to shape the future of play.

## EXPERIENCE

### **Hasbro | Pawtucket, RI**

#### **Manager, Product Design Aug 2021 – Oct 2024**

Launched 2+ product lines generating \$100M+ in sales, with industry recognition and positive consumer feedback. Led design for My Little Pony, Furby, and invented NEW girls IP launching 2026, managing the entire process from concept to 3D models. Collaborated with cross-functional teams to refine concepts, overcome challenges, and ensure manufacturability. Oversaw design timelines, milestones, and consumer testing, integrating findings into final products. Managed a team of 3 designers, fostering collaboration and mentorship. Managed Inventor Relations. Led new AI discovery and taught how to integrate into workflow for team.

#### **Senior Product Designer Jul 2018 – Aug 2021**

Launched 2+ product lines for Lost Kitties and My Little Pony, generating \$70M+ in revenue. Defined design strategy and led ideation to final product concepts, collaborating with engineering and senior leadership to ensure success. Worked with international manufacturing partners to meet deadlines. Conducted iterative user testing to validate concepts, advancing only the strongest designs. Conceptually defined launch lines for Littlest Pet Shop relaunch and year II Yellies for innovation pipeline.

#### **Product Designer Apr 2015 – Jul 2018**

Successfully launched 30+ products, resulting in 50M+ revenue for the company. Led design for Littlest Pet Shop and Preschool Games, working with cross-functional teams to ensure feasibility. Prototyped new toy and game concepts, refining through internal and external feedback. Conducted user testing to ensure engagement, safety, and developmental appropriateness. Performed market research and trend forecasting through industry reports and digital platforms.

## EXPERIENCE CONT'D

### **Junior Product Designer May 2013 – April 2015**

Contributed to \$60M+ YOY growth for Littlest Pet Shop, designing 15+ products annually. Led design ideation, ensuring brand consistency and alignment with market trends. Managed design iterations and prototypes, collaborating with engineering on manufacturability, safety, and cost efficiency. Conducted playtesting to optimize product value.

## OTHER EXPERIENCE

### **Lakeshore Learning Materials | Carson, CA 2013**

### **Independent Design | Los Angeles, CA 2013**

### **Vans Footwear / Cypress, CA 2011**

### **The First Years | Boston, MA 2011**

### **Wild Planet Toys | San Francisco, CA 2010**

## EDUCATION

### **University of Cincinnati**

Bachelor's in Industrial Design | Bachelor's in Biology

### **KCP International School, Tokyo**

Japanese Language and Culture Certificate

## AWARDS

### **WIT Wonder Woman Awards**

Brand Excellence: Hasbro's Furby Development Team

### **2018 Good House Keeping Toy Award Winner**

Lost Kitties made a splash with fun figurines and a unique unboxing experience

## SKILLS

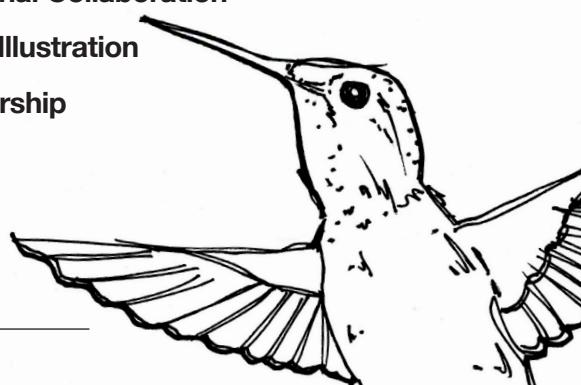
### **Product Development**

### **Communication & Design Strategy**

### **Cross-functional Collaboration**

### **Toy Design & Illustration**

### **Design Leadership**



# Lily daMota portfolio 25'

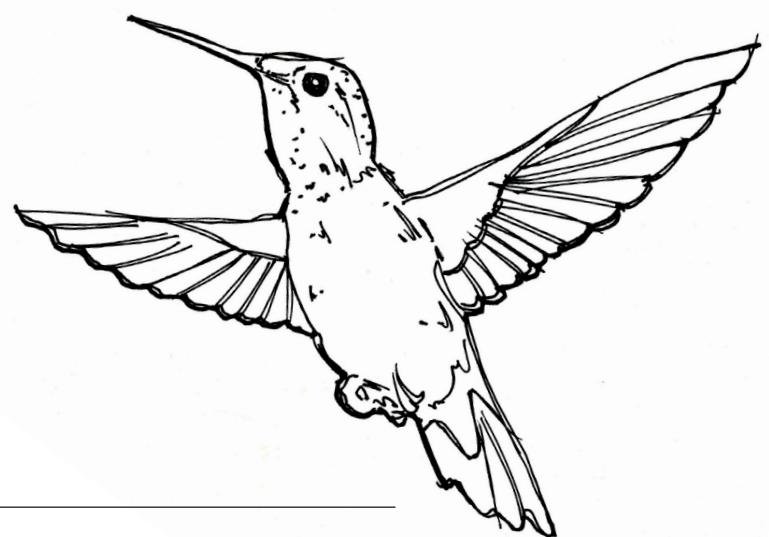
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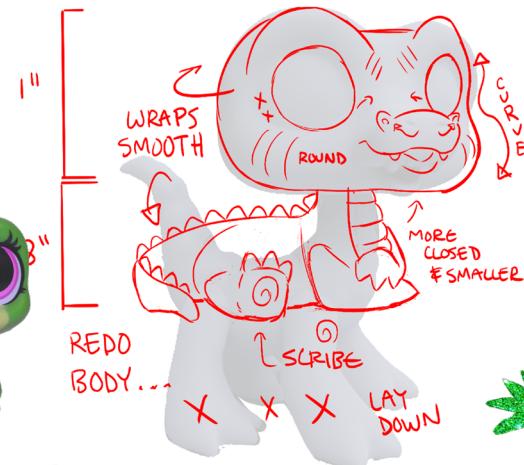
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LOST  
KITTIES™



# Littlest Pet Shop



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# Littlest Pet Shop



# David & Goliath®

## GURLY MONSTURS™





# Baby Alive®

Date:

Name:

Today I...

Today I played with

and it was

I felt

My favorite toy is

Find more fun at [www.BabyAlive.com](http://www.BabyAlive.com)



Baby  
Alive

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## Baby Alive INSECT WORD FIND



REPOOHSSARGDPML  
YGADRAQFIVUHTOM  
LKOTBUMBLEBEEHO  
FLCQTOEETYODST  
NSPIIDERAMNDTEBI  
OEFOTENZETAWUDU  
GRLLAFIREFLYXWO  
ANEUWDKXOIMBHAS  
RWATERBUGHKCESO  
DBHTEKCIRCZUIPM

FIREFLY  
LADYBUG  
ANT  
BEETLE  
SPIDER  
GNAT

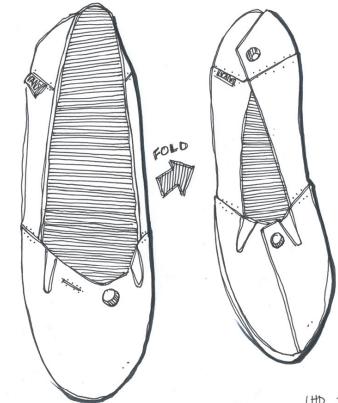
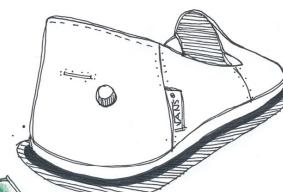
DRAGONFLY  
WASP  
MOSQUITO  
HORNET  
WATERBUG  
GRASS HOPPER

TICK  
BUMBLE BEE  
FLY  
CRICKET  
MOTH  
FLEA

# VANS®



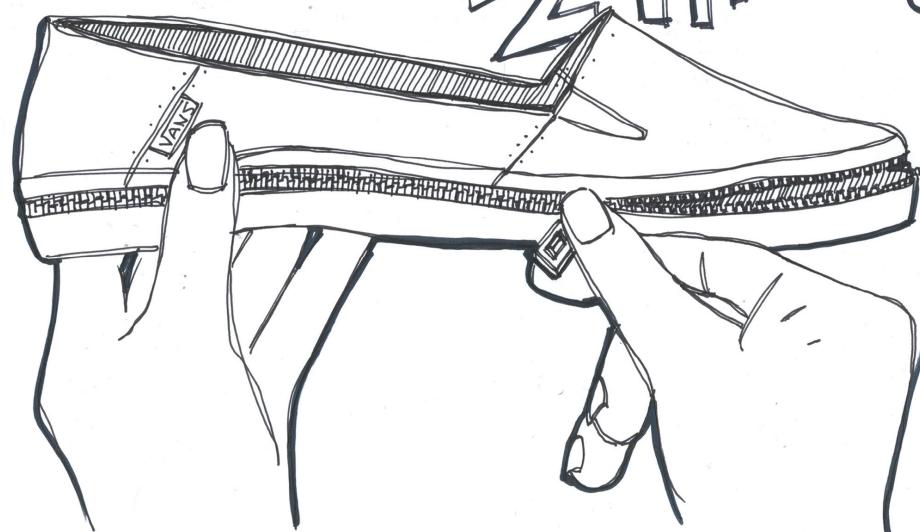
ENVELOPE



LHD 2/14/12

ZIPPIN' ALL-TRAVEL BIXIE.

ZIIP!



WASH FOOTBED  
WITH EASE YO!

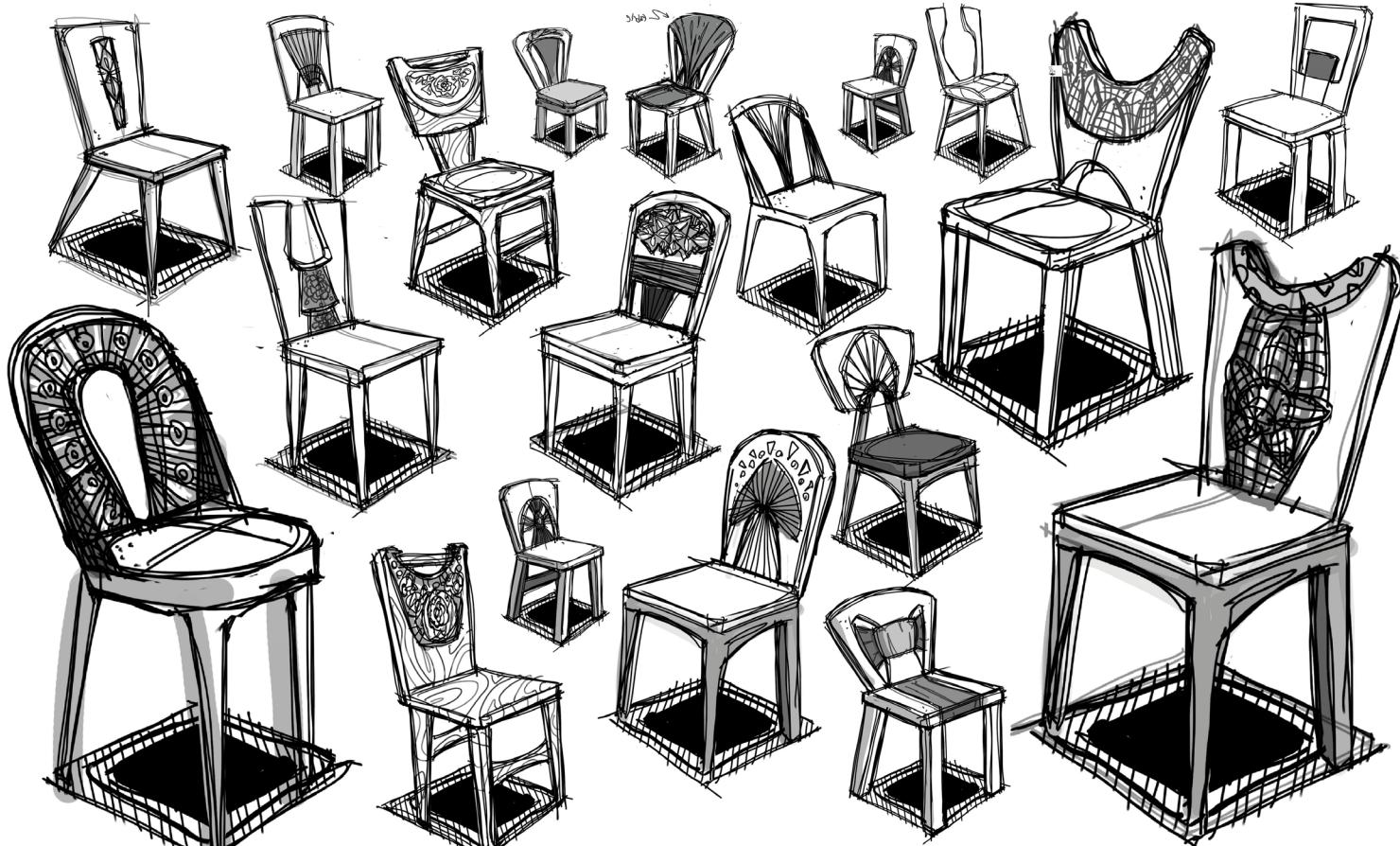


LHD 2/2/12

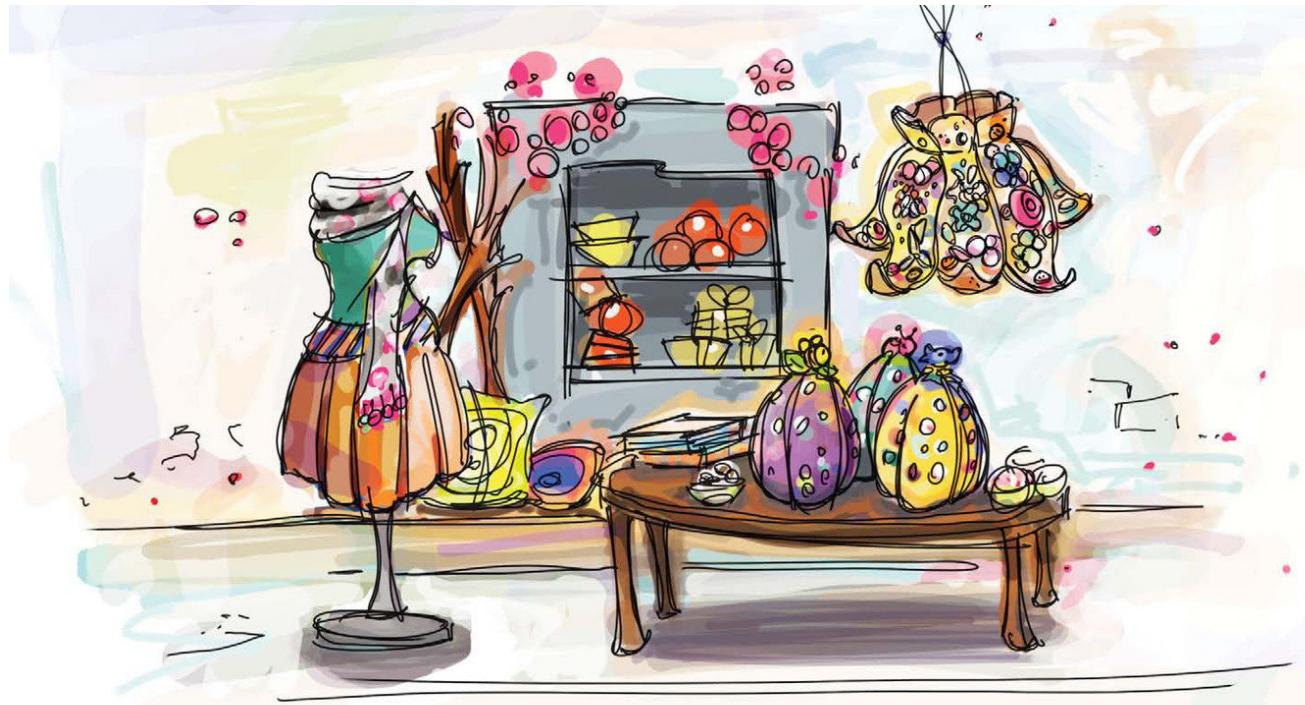


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Dzitnup Chair Inspired by  
Mexican Embroidery



**Felt Bud Lantern** DIY felt ornaments decorate the exterior of your lantern, inspired by piñatas



### Elements of craft

Customization and versatility for everyone.

① Button accessories

② Maleable Petals

③ Lighting Kit



**Felt Bud Lantern** DIY felt ornaments decorate the exterior of your lantern, inspired by piñatas



*Illuminated*  
sunny up your interior with Bud Lantern

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**Claude and Fee Do the Waggle** A children's book about a shy bee who is afraid to dance but must overcome her fear to show the other bees where the honey is.



The hive was-a-buzz,  
"Such a dancer, how could we never have known!"  
Soon news reached the Queen, who invited Fee to her throne.

"Young Fee, word of your dance hazzz reached everyone in our home.  
I heard it from workerzzz, nursezz, and even a drone.  
Oh my! Why, I just laid an egg.  
Here, roll it back, Fee. Yes, over there, by your leg.  
...Yezz.. It wouldn't make sense to keep zzzuch a talented dancer inside,  
when she should be out wagging, telling other bees where to fly.  
This is why, Fee, I've decided to make you an zzzscout.  
But I feel another egg coming, so if you could, please get out!"

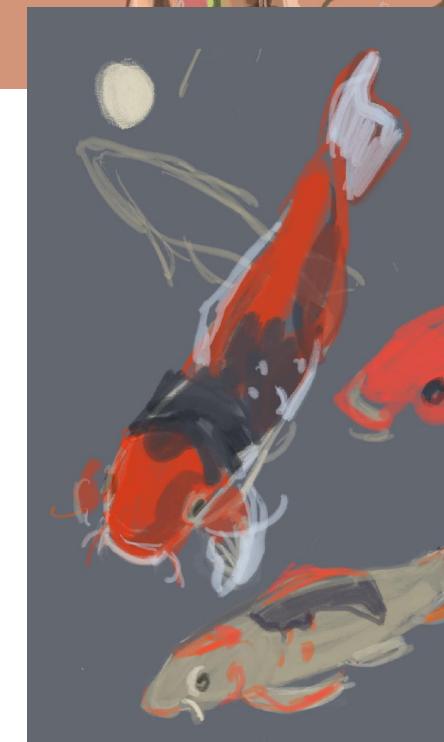
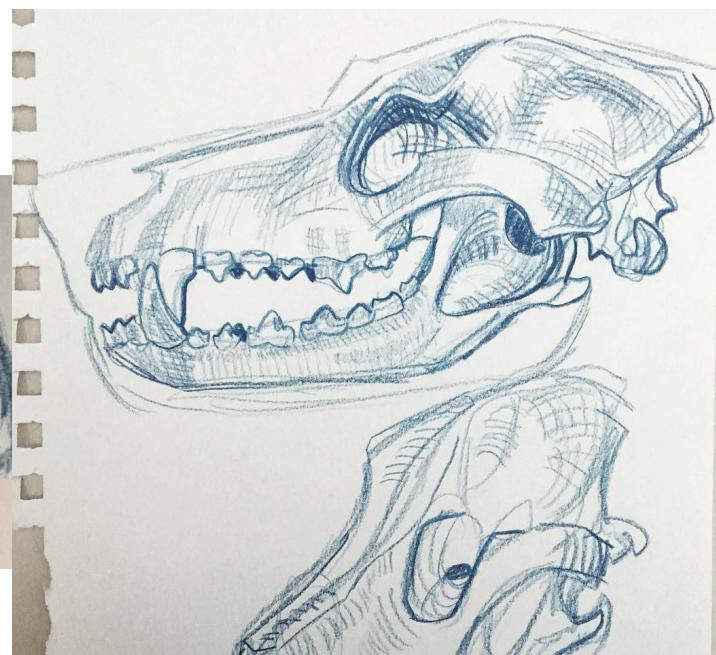
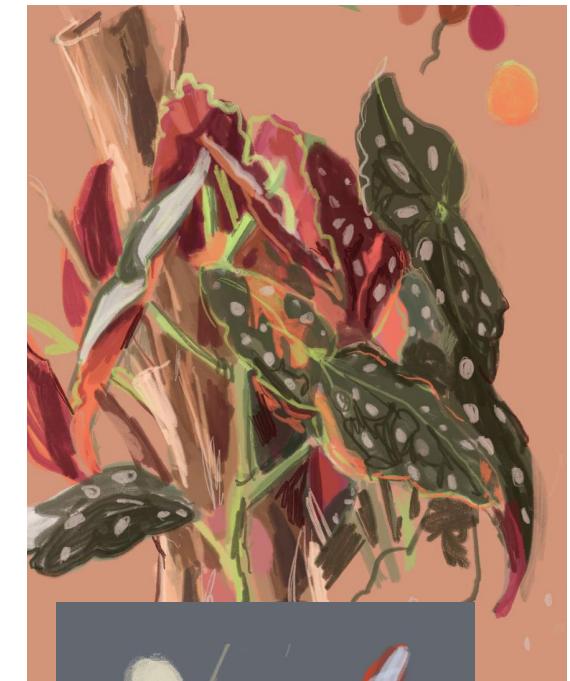
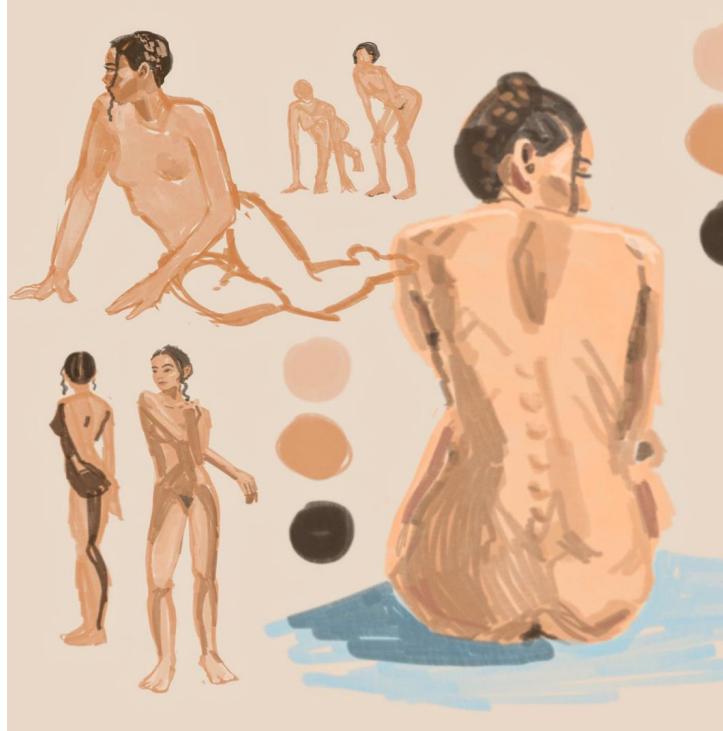
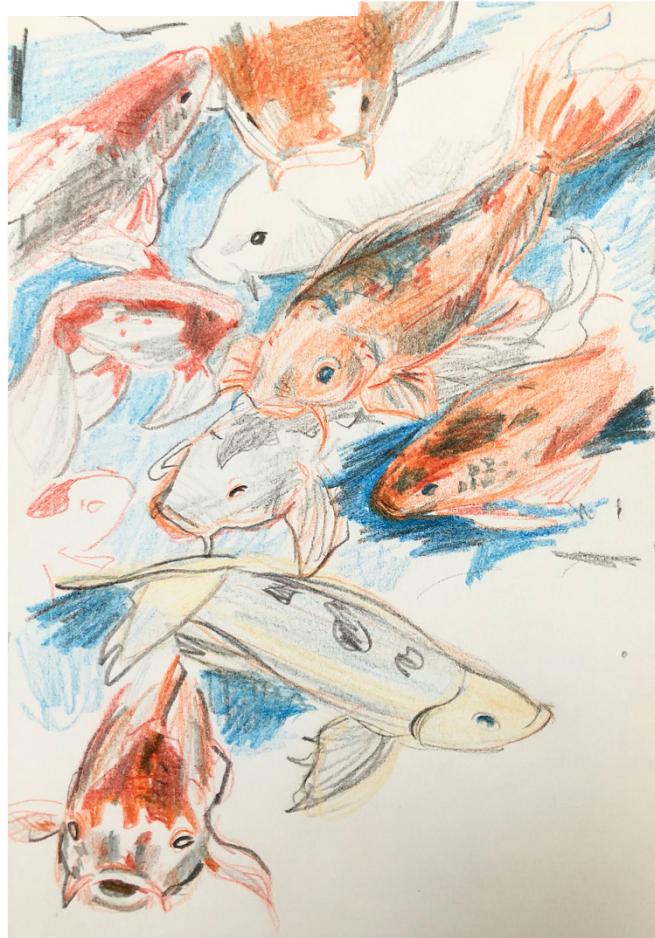
Fee buzzed with pride, and bowed as she left.  
So very happy she had passed the scout's test.  
But off Fee flew  
there was still was one thing left, she still had to do!



# Drawing



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Thank you!

