

# 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

### **SpinMaster | Long Island City, NY**

#### **Product Design Lead March 2025-Present**

Pipeline Development on Early Learning and Plush Design Categories. Support Ms. Rachel and Gund Softgood Brands, as well as completely NEW IP. Responsibilities Include pitch, Develop and Design New Toy-line Brands and Individ Individual Items. Items focus on 18mo+ with focus on comfort and learning-product oftenly containing softgood and electronic play-pattern features.

### **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/Jr Designer Apr 2013 – Jul 2018**

Designer for Littlest Pet Shop, driving \$60M+ YOY growth and \$50M+ in revenue through 30+ collectible-focused products with engaging unboxing play patterns. Oversaw conceiving, prototyping, and iteration, collaborating with cross-functional teams to ensure manufacturability, safety, and brand alignment. Conducted trend analysis and user testing to optimize market fit and play value. Also held a 6-month role designing for the Preschool Games line, focusing on developmental appropriateness, engagement, and feasibility in collaboration with engineering and marketing.

## 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

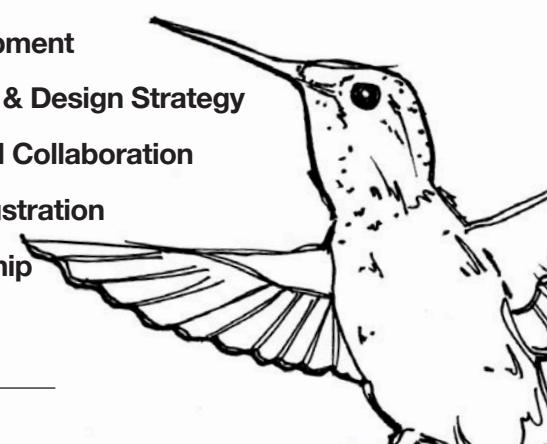
### **Product Development**

### **Communication & Design Strategy**

### **Cross-functional Collaboration**

### **Toy Design & Illustration**

### **Design Leadership**



# Lily daMota portfolio 25'

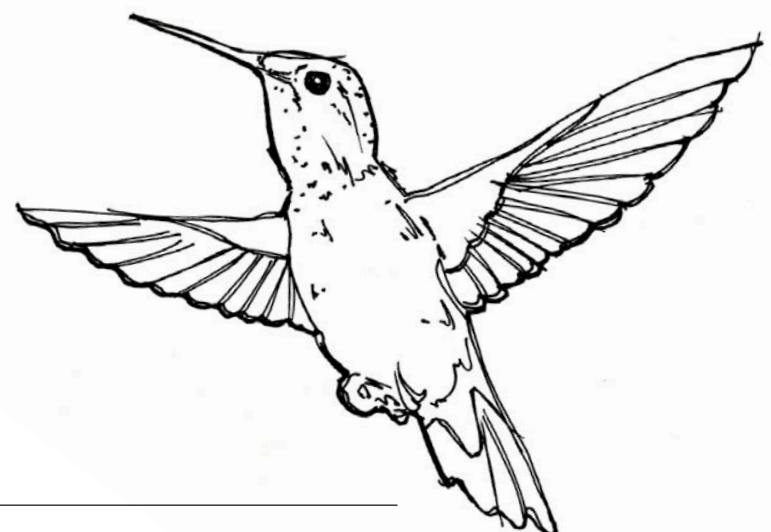
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# INVENTION PARTNERSHIP

Peeka-Secrets



CRYSTAL FOREST



ENCHANTED DESERT



MYSTIC OCEAN





Lead Toy Strategy & Team 25-26'



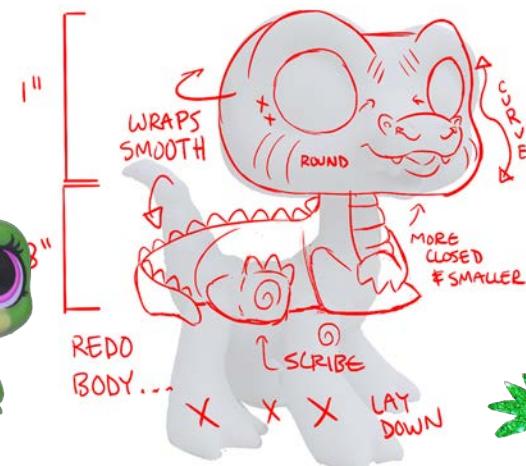


Lead Toy Strategy & Team 25'





# Littlest Pet Shop



# 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)



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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

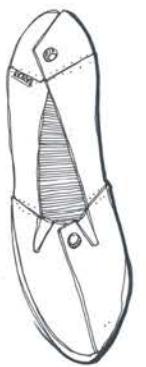
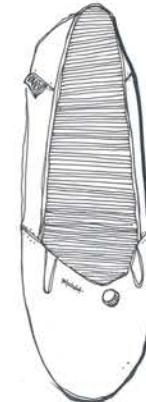
DRAGONFLY  
WASP  
MOSQUITO  
HORNET  
WATERBUG  
GRASS HOPPER

TICK  
BUMBLE BEE  
FLY  
CRICKET  
MOTH  
FLEA

# VANS®



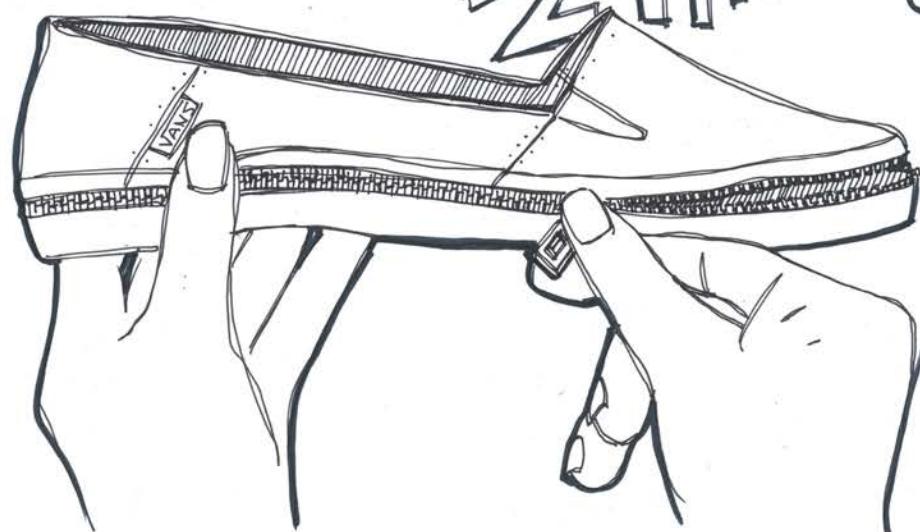
ENVELOPE



LHD 2/14/12

ZIPPIN' ALL-TRAVEL BIXIE.

ZIIP!

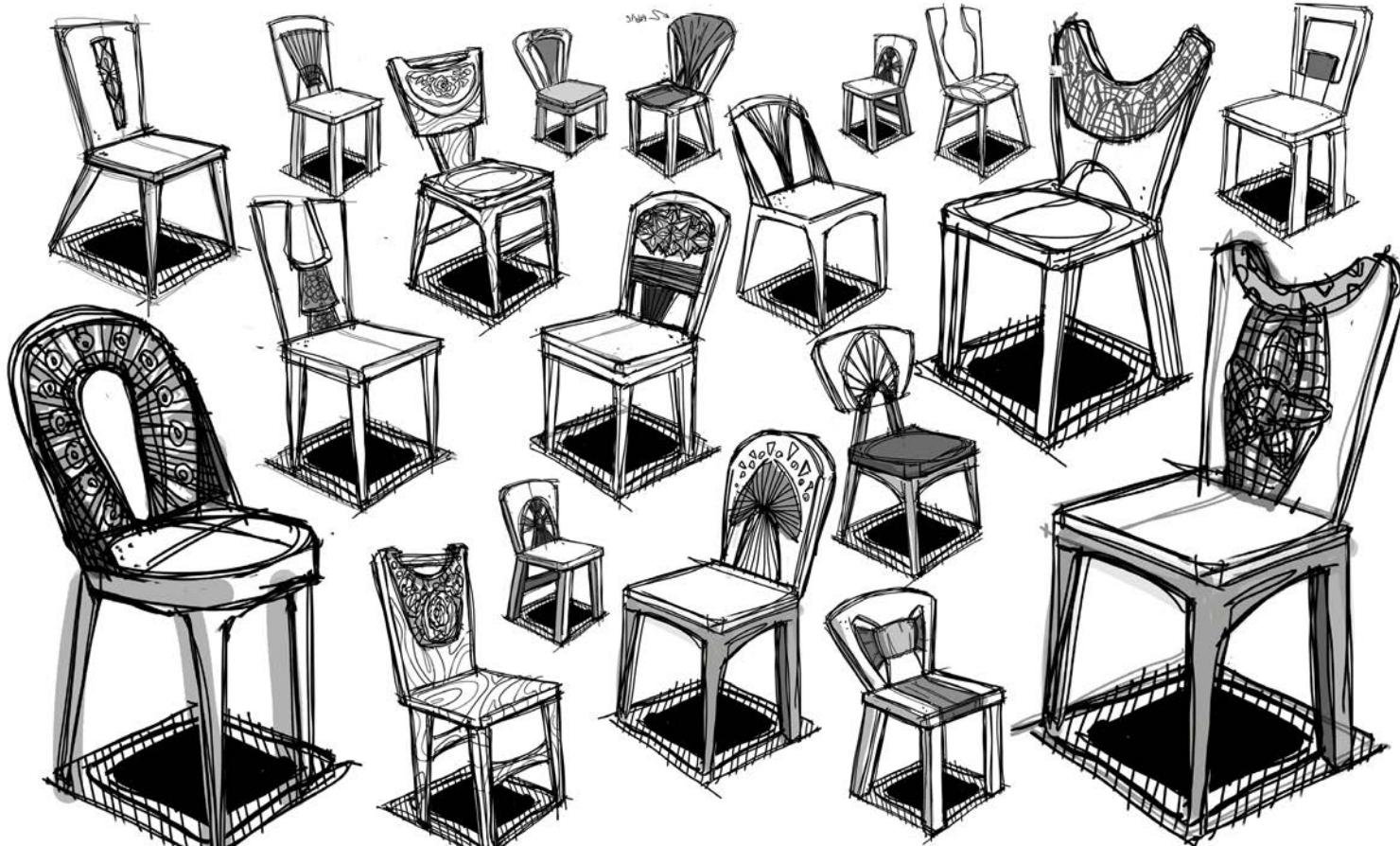


LHD 2/2/12

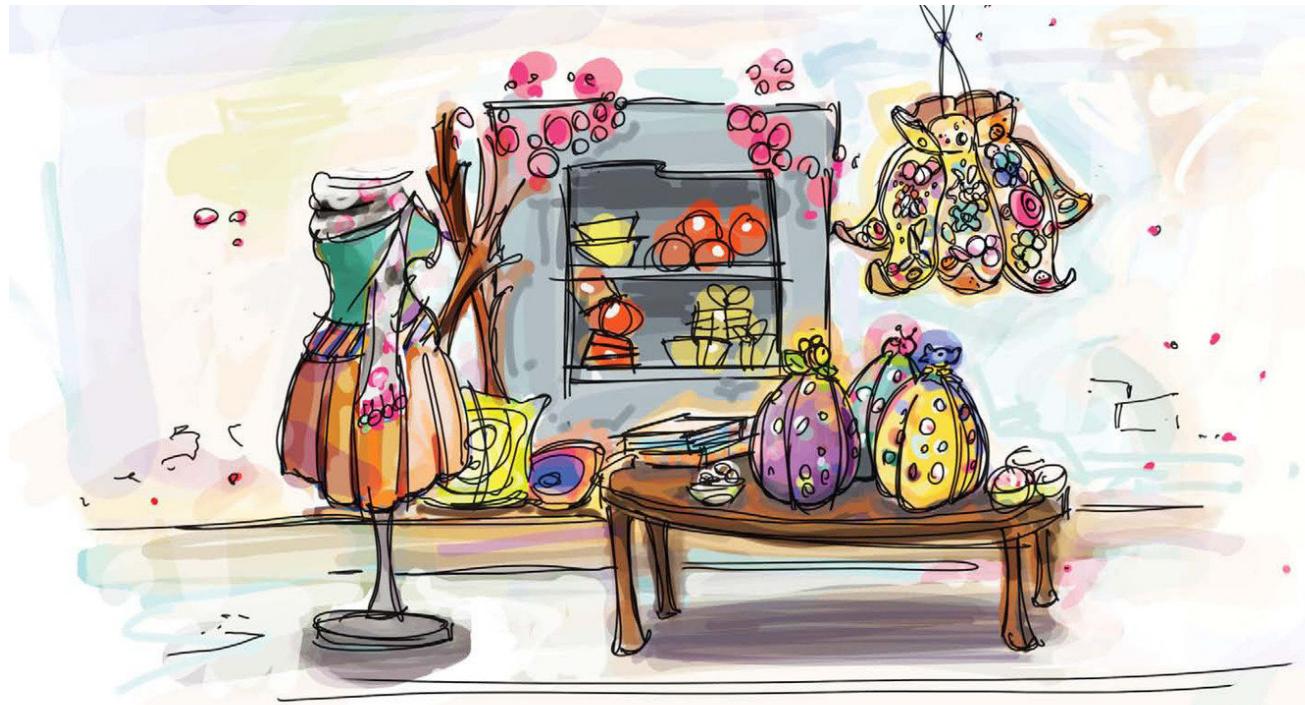


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Dzitnup Chair Inspired by  
Mexican Embroidery



**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 hazz 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 youzz 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 zzzzsout.  
But I feel another egg coming, so if you could, please get out!"

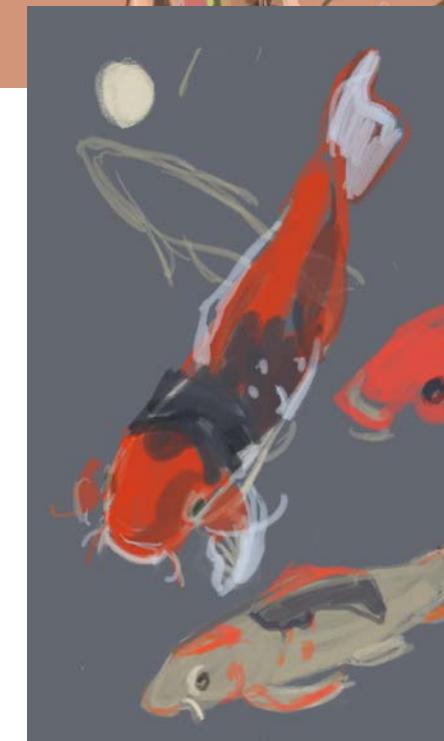
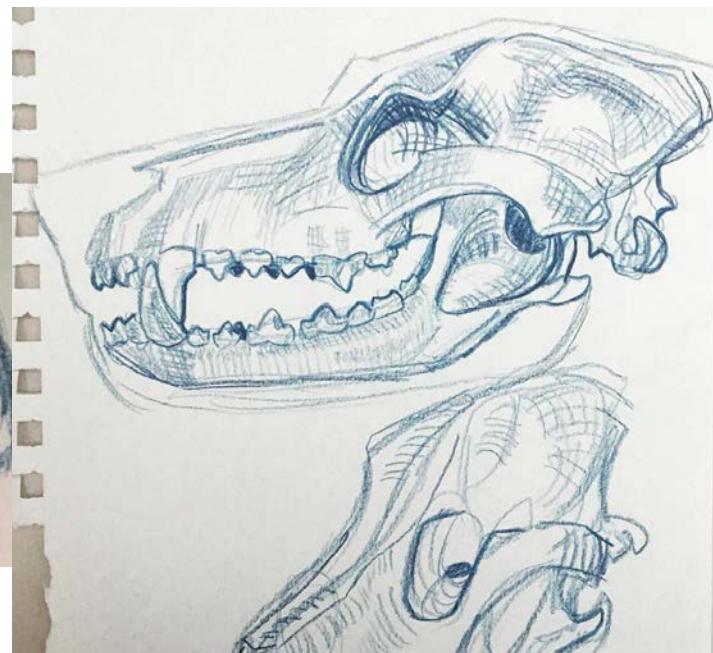
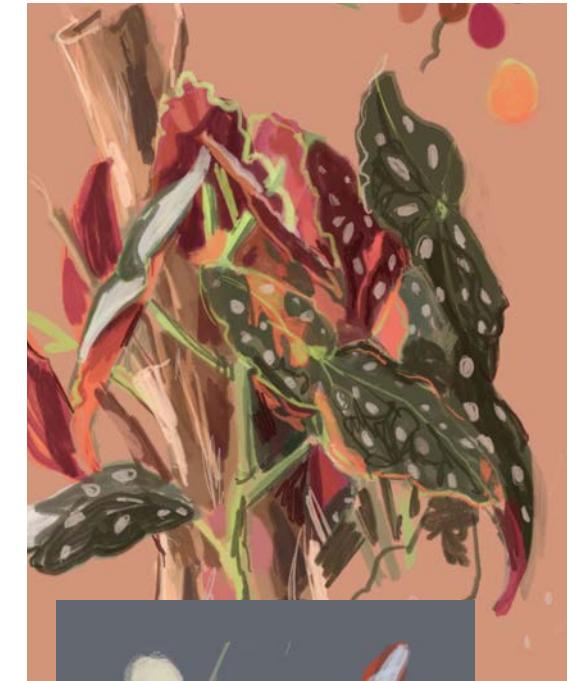
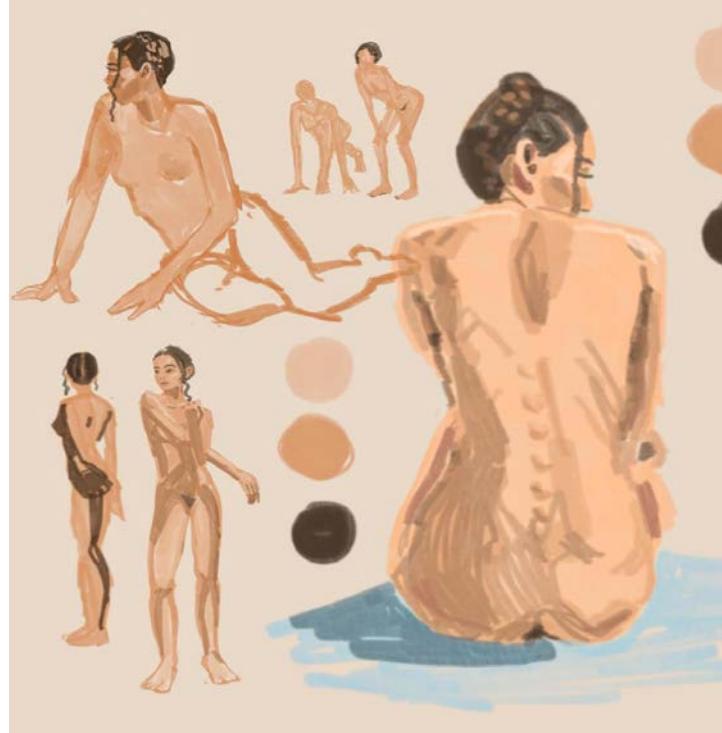
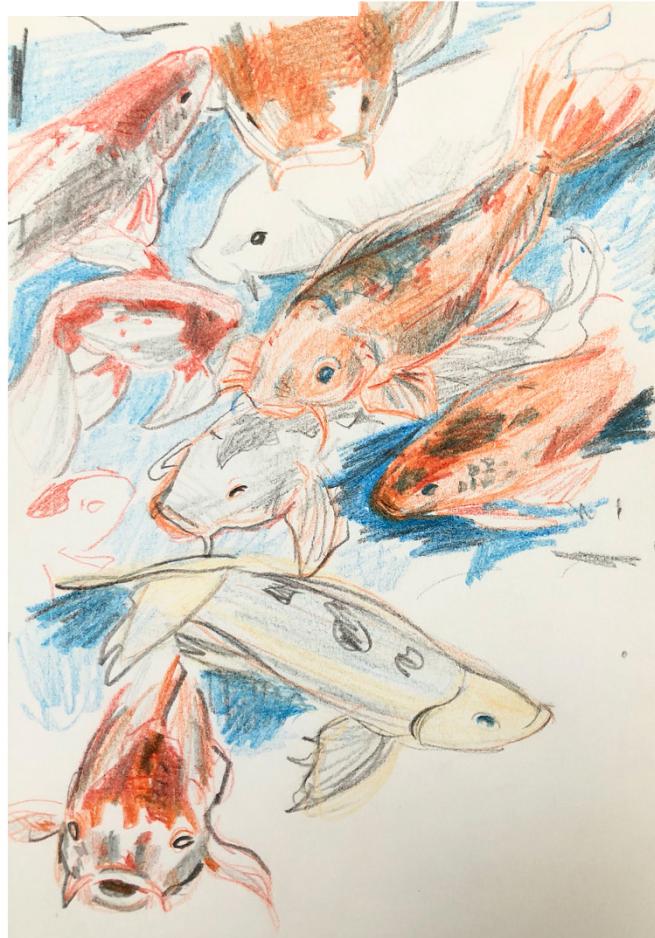
Fee buzzed with pride, and bowed as she left.  
So very happy she had passed the scout's test.  
But off Fee flew.  
there was still was one thing left, she still had to do!



# Drawing



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Thank you!

