

Elizabeth Knight

8 Willow Street
Westwood, MA
02090

508-314-3434
Knightdesign10@gmail.com
<http://be.net/knightdesign10>

Summary

Creative leader, designer and educator who thrives in team environments and empowers members to reach beyond their expectations. Consumer product design professional with 25+ years of experience specializing in bringing business oriented objective thinking to the development process while inspiring passion and innovation into every aspect of design

Teaching Experience

Rhode Island School of Design, Adjunct Professor

- Design Principles Studio** Fall 2013-2016, Fall 1998-2000
- Engaged students with drawing, communication skills and the design thinking process
 - Inspired students to expand creative ideas, interpret research and develop drawing skills
 - Fostered a desire in students to take on new perspectives and build confidence for risk taking.

- Toy Design Studio** Spring 2001
- Enriching design experience that covered the developmental steps for toy design
 - Students researched consumer and insights to play and child development
 - Developed drawing skills, conceptual thinking and model making

- Footwear Studio** Fall 2002
- Curriculum engaged students in research on trend and cultural influences for inspiration.
 - Invented new sports from their chosen culture and designed footwear accordingly.
 - Learned real world shoe design materials and manufacturing techniques

- Purdue University, LaFayette, IN** Corporate sponsored Toy Design Class Spring 2012, 2013
- Visioned and collaborated toy design class with students experiencing the design process from research to final models
 - Worked closely with faculty on key presentations and deadlines

- Ringling School of Art and Design, Sarasota, FL** Corporate sponsored class 2012
- Set vision for class process based on the Playdoh brand
 - Directed and inspired students throughout the semester

Design Experience

- Knight Design, Principal, Westwood, MA** 1987-2005 and 2013 to present
- Consultant, inventor and designer for consumer product and toy markets
 - Successfully sold twenty concepts to major consumer product and toy companies
 - Received several patents on invented product

- Hasbro Inc, Pawtucket, RI** 2001 - 2013
- VP Girls' Design**
- Strategic design leader for all Hasbro Global Girls' brands driving 13% growth to \$780mm
 - Grew passionate, creative team from four to thirty over six years.
 - Drove development process to improve operating profits and meet critical deadlines
 - Maximized team relationships between design, marketing and engineering
 - Brands: My Little Pony, Littlest Pet Shop, FurReal Friends, Easy Bake, Strawberry Shortcake

LEGO A/S

Sr. Director Playskool, Hasbro Inc, Pawtucket, RI 2003 - 2005

- Drove vision for new toy initiatives and inspired team to innovate beyond expectations
- Delivered design vision presentations to internal and external partners
- Managed process for team and focused decisions to meet efficiencies and maximize profits
- Brands: Mr. Potatohead, Tonka, Playskool, My Little Pony

Director New Business Opportunities, Hasbro Inc, 2002 -2003

- Identified and innovated in white space opportunities for Playskool
- Created new girl brand based on scrapbooking
- Synthesized intensive research and market studies
- Managed process and development of graphics, models and in-depth research.

Sr. Director and Designer, Playskool 1981-1997

- As Sr. Director, led team of two Directors and eleven Designers to build \$350mm line of toys
- As Designer, collaborated on design of Mr. Potatohead and My Little Pony

Founder and President, Toys in the Attic, Westwood, MA 1996-1998

- Invented and designed toy based on Beanie Babies craze (toy barn)
- Sourced manufacturer and built sales team to support US distribution of barn

Education University of Cincinnati, College and Design, Art and Architecture 1974-1979
Bachelor of Science, Industrial Design 1972-1974

Leadership Mass Challenge - Mentor for Laliatara
Tuck School, Dartmouth College - Selected for Leadership Program
Women In Toys - Regional Chairperson
University of Cincinnati - Professional Practice Advisory Board Member
Bryant College Professional Seminar - Panel Member
Big Idea Hunt - Consultant and Judge on Big Idea Hunts
Odyssey of the Mind - Judge

Portfolio <https://www.behance.net/knightdesign10>

References Upon request