

Catherine Pluchino

120 Green Oak Drive
Roswell, Georgia 30075
(770) 992-8372

www.catherinepluchino.com cat@pluchinostudio.com

Objective

A creative Senior Product Designer position in baby plush toys, home decor lines and giftware collections, emphasis on the design and development of seasonal or everyday product.

EXPERIENCE:

Home Studio

Designer

Bedminster, NJ

8/03-Present

Designed for major toy companies - plush, soft toy and apparel manufacturers. Additionally giftware companies - tabletop, home decor, seasonal and everyday collections.

RESPONSIBILITIES:

- Concept of all product and collections.
- Market Research to determine appropriate seasonal market, product desirability, and price point needs.
- CAD boards.
- Mechanical drawing, production front, side and top view renderings.

Studio U

Teacher, Designer

Chester, NJ

10/06-1/07

Instructed how to create home accessories, keepsakes, unique gifts, mosaics, decoupage, jewelry making, embossing, stamping, and digital image transfers, to large groups and also one on one tutorials. Designed and created Activity Kits, and project samples of arts and crafts projects. Arts & Crafts projects included ~ Everyday, Seasonal, Baby, Pet, Special Occassion, Wedding , Jewelry...

Gund

Associate Art Director / Product Manager

Edison, NJ

1/01-8/03

Directed and supervised in-house art department, as well as several freelance artists. Actively researched both market and competitor trends by attending industry trade shows in NY and Atlanta. Spearheaded successful baby categories into lifestyle, room decor, clothing and jewelry lines.

RESPONSIBILITIES:

- Conduct interviews, reviews, hire of new staff, and oversaw art department budget.
- Design and develop product for multiple lines including: plush, seasonal market, mass market, infant, dolls, jewelry, clothing lines, religious, home decor, stationery, lighting, bedding, license & license presentation lines and more.
- Oversee department budget & maintain product archives.

Russ Berrie & Company Inc. **Oakland**
Senior Designer *4/98-9/2000*

Traveled to Hong Kong & Taiwan with Senior VP to oversee product development & manufacturing. Designed specialty plush, gift ware and home décor products featured in Victoria Secret, Barnes & Noble, Linens & Things, Eddie Bauer, Baby Gap, Hallmark, Petline and many other special accounts.

RESPONSIBILITIES:

- Design seasonal lines and collectables including tabletop, frames, home decor, lighting & inserts.
- Expand and build upon best sellers into new formats.
- Marketing research, trend research for lines and ensured quality and marketability of those lines.

Troll Communications **Mahwah, NJ.**
Illustrator/ Designer *9/86- 1/96*

Designed numerous covers and illustrations for educational books, sticker sheets, brochures, flyers and children's magazines. Designed layouts for educational books, brochures, flyers and magazines. Stylist for numerous photo shoots.

In Wear - Matinique **Mahwah, NJ**
Junior Art Director *4/84-4/86*

Designed numerous invitation packages for large fashion runway shows. Designed seasonal swatch booklets for sales representatives and buyers Design and layout for two-page spreads placed in prominent magazines. Created reference window displays for use by national chain of stores. Actively collaborated with a design team to produce a fashion show which raised awareness and funds for children with aids.

SPECIAL PROJECTS:

TALULA ROSE:

Talula Rose Baby Collection,
Talula Rose Vintage Wedding,
Home Sweet Home, Sweet Pea Baby,
Guardians of the Deep Blue Sea,
Talula Rose Vintage Valentine,
Talula Rose Vintage Holiday ...

STUDIO U:

Activity Kits for ~ home accessories,
special occasion glass, glass ornaments,
keepsakes, unique gifts, decorated purse,
fun with flip flops, mosaics, decoupage,
lampshade, wastebasket, tissue box decor,
jewelry making, embossing, journal
making, stamping, digital image transfers,
gold leaf, seashell mosaic project, hair
clips and accessories, decorated pillow,
specialty pet frames and accessories ...

GUND:

Baby Doll collection, Chuckle Valley
Friends, Cirque Du Soleil, Classic Pooh,
Disney Baby, Disney , Winnie the Pooh,
Dora the Explorer, Dragon Tales, Eddie
Bauer, Humphrey's Corner, LPGA Pros
In The Fight To Eradicate Breast Cancer,
Oswald, Pat the Bunny, Peter Rabbit: The
World of Beatrix Potter, Sagwa, Scooby
Doo, Somerset Patriots, Target, Toys R
Us, Twiggy Collection, Wal-mart, and
Warner Brothers ...

RUSS BERRIE & COMPANY:

Baby, Wedding, Mother's Day, Girl Power,
Channukah, Halloween, Thanksgiving,
Over-the-Hill, Gardening , Inspirational,
Christmas Tabletop, Provence, Sports,
Basketball, Golf, Hockey, Football,
Baseball, WWJD, Bisque Graduation
Frames, Back-to-School, Easter,
Confirmation, Bath, Skribbles, Executive,
Valentines Day, Angel, Victorian
Collection, and Russ Kids ...