

# JOSEPH GONZALEZ

VISUAL ARTIST & TOY DESIGNER

[www.josephgonzalezart.com/toydesign](http://www.josephgonzalezart.com/toydesign)

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## EDUCATION

**Fashion Institute of Technology |**

*BFA - Toy Design (2016)*

**Fashion Institute of Technology |**

*AAS - Fine Arts (2014)*

**The City College of New York |**

*MA - Art Education (Present)*

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**Fort Hamilton High School |**

*High School Diploma (2012)*

**The Oxbow School (2010)**

## CERTIFICATES & TRAINING

**Toy Creators Academy (2021)**

Intensive training on how to develop toy ideas that stand out in the toy industry.

Identifying best practices to take a design to pitch, mass produce and sell.

**Staten Island Teaching Artist**

**Institute (2021)**

Professional development training for teaching artists who wish to develop their craft and teaching technique, while fostering a greater sense of community among educators.

**Interactivity Foundation (2017)**

12hr Training in Small Group

Discussion and meeting facilitation

**Joan Mitchell Foundation (2013)**

*(C.A.L.L. Program)* Training in art

handling, studio etiquette,

communication, time management.

## SKILLS

PC Windows & Apple OS;

Adobe; *(Photoshop, Illustrator, Indesign)*

MS Office; *(Word, PowerPoint, Excel)*

3D Modeling; *(Solidworks, Keyshot)*

Autodesk Sketchbook Pro;

3D Printing;

Drawing; *(Drafting, illustrations)*

Painting; *(Oil, Acrylic, Watercolor,*

*Spray Paint)*

Printmaking; *(Hardground, Softground,*

*Spitbite, Aquatint)*

Sculpting; *(Paper, Fabric, Cardboard,*

*Plastic, Wood, Clay)*

## AWARDS

## EXPERIENCE (TOY DESIGN)

**CULTUREFLY | NEW YORK, NY**

**PRODUCT DESIGNER | FEBRUARY 2020 - PRESENT**

Create design concepts of hard and soft goods such as toy vinyl figures, plush toys, apparel, novelty, and collectibles for a wide variety of themed subscription boxes. Responsibilities also include day-to-day product research, ideation, specifications, and project management and direction.

Worked on licenses such as; "Supernatural", "Naruto", "My Hero Academia", "Avatar The last Airbender", & "Spongebob Squarepants".

**COMMONWEALTH TOYS & NOVELTY | NEW YORK, NY**

**FREELANCE GRAPHIC DESIGNER | JANUARY 2018 – MARCH 2020**

Designed packaging and poster set-up for toy fair events.

**CANDYLAB TOYS | NEW YORK, NY**

**FREELANCE INDUSTRIAL DESIGNER | MARCH 2019 - SEPTEMBER 2019**

Design physical and 3-D computer Solidworks models, creating illustrations of toy products, graphic design, and packaging. Worked on custom brands and licenses such as; "Museum of Ice Cream", "NY Times", & "Sunoco".

**KANGARU TOYS | NEWTOWN, PA**

**FREELANCE TOY DESIGNER | OCTOBER 2018 – DECEMBER 2018**

Designed toy product for company's IP and "Sesame Street" through concept boards and 3d models in Solidworks.

**PIRASTA | NEW YORK, NY**

**FREELANCE TOY DESIGNER | NOVEMBER 2016 - APRIL 2017**

Designed kids arts and crafts products through concept boards and breadboard prototypes.

**SRM IDEA LAB | PLYMOUTH MEETING, PA**

- **FREELANCE TOY DESIGNER | AUGUST 2016 - JULY 2019**

Design toys, novelty, and souvenirs for theme parks, and other venues. Worked on licenses such as; "The Christmas Spectacular Starring the Radio City Rockettes", "Universal", "Sea World", "Disney Parks", and "Merlin Entertainments Resorts & Parks".

- **TOY DESIGN INTERN | JUNE 2015 - JULY 2016**

Assisting lead creative in designing toys, novelty, and souvenirs for theme parks, stores, and other venues.

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## EXPERIENCE (EDUCATION)

**FASHION INSTITUTE OF TECHNOLOGY - TOY DEPT. | NEW YORK, NY**

**TEACHING ASSISTANT & MASTER TUTOR | AUGUST 2021 - DECEMBER 2021**

Providing academic support to the toy design dept. Giving teaching assistance to the Solidworks course professor and tutor toy drafting course students.

**HUDSON GUILD CHILDREN CENTER | NEW YORK, NY**

**STUDENT INTERN | MARCH 2015 – APRIL 2015**

Assisting teachers with classroom activities while maintaining safety standards for preschool children.

**The Metropolitan Museum of Art**

The Haney Medal | JUNE 2010

The Alexander Medal | JUNE 2012

**Fashion Institute of Technology**

Saturday Live Scholarship | MAY 2012

**The Oxbow School**

Scholarship | DECEMBER 2010

**THE SHOREFRONT YM-YWHA SUMMER CAMP | NEW YORK, NY**

**VOLUNTEER | JULY 2008 – AUGUST 2008**

Assisting teachers with classroom activities while maintaining safety standards for the campers. Making sure students understood and followed the instructions given by the counselor.

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**EXPERIENCE (FINE ARTS)**

**JOAN MITCHELL FOUNDATION | NEW YORK, NY**

- **APPRENTICE AT THE CALL PROGRAM | AUGUST 2013 - SEPTEMBER 2014**  
Assisted the visual artist Jaime Davidovich in organizing and inventorying, documentation of their artworks and careers.
- **OFFICE INTERN | JULY 2012 - AUGUST 2013**  
Assisted in organizing files, edit information on paper work and documents. Photographed and documented an art class for the elderly that was supported by the organization. Performed other office duties that was asked.

**CUE ART FOUNDATION | NEW YORK, NY**

- **VOLUNTEER | OCTOBER 20 – DECEMBER 2008**  
Assisted in organizing files, edit information on paper work and documents, setting up for events, and any other office duties that was asked.