

Tony Favorito

Tony@FavoritoDesign.com

<https://www.favoritodesign.com>

www.linkedin.com/in/tonyfavoritodesign

716-316-7602

Industrial Design leader with 32 years of experience in the toy & product industry focusing on dynamic play & consumer experiences, innovative applications of technology, facilitating creative environments, and application of effective design practices.

EXPERIENCE

Fisher-Price, Inc. | East Aurora, NY | 1993-2024

2005- 2024: Director of Design

Directed the efforts of up to 4 design teams simultaneously to execute creative & innovative products, optimize multi-disciplinary team development, grow Fisher-Price's profitability, and collaborate directly with our sales & retail partners as needed. Worked closely with marketing and engineering counterparts to create long-term objectives, optimize & refine the team structure, and meet company goals.

Extensively directed internal & external design, content, audio, and software development. Responsible for creating design budgets and tracking financial objectives.

2019-2024: Thomas & Friends, Power Wheels, Preschool Core, & New Opportunity Teams

- Thomas & Friends: Collaborated closely with the Thomas & Friends animation team to identify product opportunities and optimize content related to saleable product. Fully reset the toy lines based on new content.
- Power Wheels: Worked closely with license partners like Jeep, Disney, WB, & Universal to redesign vehicles & effectively leverage licenses. Doubled the profitability during my time leading the team.
- New Opps: Identified new strategic opportunities & directions for Fisher-Price across all toy categories.

2005-2019: Little People Team (multiple times), Preschool Core Lines, Girl's Toy lines, New Opportunity Team, Kid Tough Electronics, Apptivity, Creative Activities Team, Content Team, and the UX Team.

- Little People Team: Worked closely with our manufacturing resources to redefine & create production efficiencies for the Little People figures. Created structure for the Little People Collector line. Set up efficiencies to better collaborate and create meaningful toys with the Disney Princess and Classics Teams.
- Preschool Core Toy Line development for: The Think & Learn toy line, Kid Tough Electronics, Smart Toy, Wonder Makers, StoryBots. Spinnyos, The Geotrax Rail & Road System, EZ Play Train System, The Star Station line, Fisher-Price Spring & Sports Toys, Fisher-Price Role Play toys, The Apptivity Line, Pop-Onz, and various licensed toy lines.
- Girl's Toy Line development for: The Loving Family Dollhouse line, Girl's Toys, and Snap n' Style products
- Creative Activity Line Development for: The Doodle Bear line, Creative Activities, and Doodle Pro,

- Content & UX Teams: Led internal content and UX Teams to execute Fisher-Price apps & toy software.

1993-2005: Designer through Senior Manager of Design –

Preschool Team

- Managed product lines including The Geotrax Rail and Road System, Kid Tough Electronics, Tough Rumbly Trucks, Fisher-Price role play toys, basic & fundamental toys

Learning Team

- Led a staff in the development of hard-goods, accessory items, and content for the interactive learning toy, Kasey the Kinder Bot. Led preliminary development of the Power Touch Book System.
- Created a system at Fisher-Price for LCD art development and content storyboarding.

Boys' Team

- Created and extended “boy-specific” vehicle and figure/vehicle lines
- Collaboratively designed the Voice Tech Rescue Hero preschool action figure line.
- Developed Voice Tech scripts & logic, directed voice talent, and co-produced final content.

Spring and Sports Team

- Created and earned patents for the Switchboard (a scooter/skateboard combo)
- Designed water & sports toys for outdoor use.

Little People Team

- Designed several Little People products and play sets including a redesigned Little People Garage.
- Introduced electronics to the Little People category & managed figure development.

Electronic Learning and Preschool Toys

- Designed the Wondertools Cruiser (toy/learning peripheral for computers) and collaborated on all the PC based CD-ROM software development in conjunction with Compaq Computer Corp.
- Designed FP Kidtronics, Kiddicraft, and developed learning toys for Sesame Street (CTW).

David Cooper Associates, LTD. | Pittsford, NY | 1992-1993

- Industrial & graphic design consultant: Primarily involved with concept, sketch and model work for a variety of consumer and medical product companies including Kodak, Welch Allyn, Smith Corona, and Agway.

Thomson Consumer Electronics, Inc. | Syracuse, NY | 1990

- Worked as a design intern for all communication products marketed under the General Electric & RCA names.

EDUCATION

Fisher-Price, Inc.

- Participated in numerous management, leadership, and design training courses & programs.

Center for Creative Studies (in association with Bradley University) Chicago, Ill. 12/2000

- Leadership course focused on all aspects of creative leadership, conflict resolution, and negotiation.

Syracuse University | Syracuse, NY

- Bachelor of Industrial Design Degree 1992
- George Beck Award 1992: For outstanding contribution to the IDSA student Chapter
- Syracuse Association of Zeta Psi Academic Scholarships: 1989, 1990, 1991

REFERENCES, MERITS, & AWARDS Available upon request