

Tony Favorito

Tony@FavoritoDesign.com

716-316-7602

282 Linwood Avenue, Buffalo, NY 14209

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

EXPERIENCE

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

2005- 2024: Director of Design

Directed the efforts of 2-4 design teams at a time to execute creative & innovative products, optimize multi-disciplinary team development, grow Fisher-Price's profitability, and collaborate directly with our sales and 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 Opps

- 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.

2017-2019: Little People, Preschool Core, & New Opps

- Little People: Worked closely with our manufacturing resources to redefine & create efficiencies for the Little People figures. Created structure for the Little People Collector line.
- Product lines included: Spinnyos, Think & Learn, Smart Toy, Doodle Pro, EZ Play Train System, Loving Family Dollhouse, Fisher-Price Role Play toys, the Fisher-Price Spring & Sports Toys, Wonder Makers, and StoryBots.

2005-2017: Preschool Core, Little People, Girl's Team, Kid Tough Electronics, Apptivity, Creative Activities Team, Content Team, and the UX Team.

- Product lines included: The Geotrax Rail and Road System, Loving Family Dollhouses, Kid Tough Electronics, The Star Station product line, The Apptivity Line, Girl's play sets, Doodle Bear Creative Activities, Doodle Pro, Snap n' Style products, Pop Onz, and various licensed toy lines.
- Little People: Worked directly with and set up efficiencies for the Disney Princess and Classics Teams
- Content & UX: Led internal content and UX staff to execute Fisher-Price apps & toy software.

2001-2005: Senior Manager of Design: Preschool Team

- Product Lines Included: The Geotrax Rail and Road System, Kid Tough Electronics, Tough Rumbly Trucks, role play toys, basic & fundamental toys

2000-2001: Project Manager - Learning Team

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

1998-2000: Senior Designer- Boy's 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.

1998: Product Designer- Spring and Sports Team

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

1996-1998: Product Designer- Little People Team

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

1993-1996: Designer- 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 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 Allen, Smith Corona, and Agway.

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

- A division of the Thomson Corporation that designed consumer electronics marketed under the General Electric and RCA names. Worked as a design intern for all communication products

EDUCATION

Fisher-Price, Inc.

- Participated in many management, leadership, and design courses.

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