

ALEXIE ARENA

Product Design & Development Director | Innovation & Trend-Driven Solutions

PROFILE

Dynamic Product Design & Development Director with over 10 years of experience turning trend insights into category-defining products across toys, stationery, and consumer goods. Known for building high-performing teams, forging strong global supplier partnerships, and driving innovation from first concept through production — delivering products that resonate with consumers and perform at retail.

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WORK EXPERIENCE

06/2025

- Present

Director of Product Development

Big Time Toys | Nashville, TN

- Spearhead end-to-end product development strategy, overseeing a cross-functional team of designers and project managers to deliver innovative, market-ready products.
- Set creative vision and development roadmap, aligning team output with brand strategy, retailer expectations, and key market windows.
- Champion a culture of collaboration and accountability, mentoring direct reports and elevating team performance through clear goal-setting and hands-on leadership.
- Partner with sales, designers, and executive leadership to identify growth opportunities, prioritize the product pipeline, and present compelling concepts that drive revenue.
- Oversee global supplier relationships and factory partnerships, ensuring quality, cost targets, and timelines are consistently met.

12/2022

- 06/2025

Senior Product Development Manager

The Clever Factory | Nashville, TN

- Drove full-cycle product development across the stationery and gift space, translating trend insights and market data into compelling, commercially successful product lines.
- Conducted in-depth competitive analysis and retail shopping to inform strategy and identify whitespace opportunities in the market.
- Built and managed relationships with global suppliers, making regular overseas factory visits to ensure quality standards, cost targets, and production timelines were met.
- Negotiated pricing and manufacturing costs to strengthen margins while maintaining product integrity and brand standards.
- Directed art development in collaboration with freelance artists, providing clear creative briefs and art direction to ensure cohesive, on-trend aesthetics.
- Presented new product concepts at sales launches and cross-functional reviews, influencing buy-in at all levels of the organization.

08/2017

- 12/2022

Senior Product Developer (Promoted through 4 roles)

The Horizon Group USA | Warren, NJ

- Rose from Junior to Senior Product Developer over five years, leading development for marquee kid brands including Made by Me, Slimygloop, Mixy Squish, Bluey, Little Tikes, and Creative Roots.
- Owned the full product lifecycle from concept through production, managing overseas factory communications, compliance requirements, and cross-departmental collaboration with sourcing, sales, and merchandising.
- Recruited, managed, and mentored junior developers, building team capability and ensuring consistent execution across a growing product portfolio.
- Synthesized retail trend research and competitive analysis to inform product strategy and identify opportunities for portfolio expansion.
- Delivered across a broad scope including product mockups, rapid prototyping, licensing submissions, sales presentations, and new compound formulation.

08/2015
- 05/2017

Product Designer

Wicked Cool Toys | Bristol, PA

- Designed RC vehicles for the Xtreme Cycle brand from concept through production, managing control art, label design, cost controls, and factory communication.
- Developed products across a diverse brand portfolio including Girl Scouts, WWE, Blaze and the Monster Machines, Shimmer and Shine, Cabbage Patch Kids, and Pokemon.
- Contributed to all stages of product creation: 3D modeling in Rhino, rendering, prototyping, concept sketching, storyboarding, and toy fair booth builds.

06/2014
- 08/2014

Design Intern

Nickelodeon | New York, NY

- Contributed to the pre-launch development of Shimmer & Shine and Blaze and the Monster Machines, creating concept art, character designs, color renderings, and decal artwork.
- Supported style guide production for TMNT, Paw Patrol, and Dora and Friends, gaining hands-on experience across multiple major licensed properties.

EDUCATION

2013
- 2015

B.F.A., Toy Design | A.A.S., Fine Arts

Fashion Institute of Technology, SUNY - New York City, NY

Dean's List, 2012-13

SKILLS

Brand Development & Identity | Logo Design | Style Guide Creation | Art Direction | Trend Research & Forecasting | Global Factory & Supplier Relations | International Travel (Asia, Europe) | Product Design & Prototyping | Content & Video Development | Adobe Creative Suite | Microsoft Office (PowerPoint, Word, Excel) | Freelancer & Team Management | Photography | Sculpting & Model Making