



PAUL T. KING

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PRODUCT DESIGN EXECUTIVE

Bringing Compelling Designs to Production with Leadership and Innovation

Award-winning design leader for Fortune 500 companies and world class consulting firms. Proven track record in leading cross-functional teams in the creation of innovative products that leverage new technologies and capture new market segments. Thought leader who has built and managed strategic partnerships with high-profile companies (Amazon, Apple, Autodesk, Google, and Nickelodeon) and global manufacturers while creating high-quality, high-complexity gen 1 products. Multilingual communicator (Mandarin Chinese) and holder of multiple US patents.

AREA OF EXPERTISE

- Industrial Design Product Development
- Design Strategy
- Design Thinking
- Cross-functional Team Leadership
- Innovation via Cross Pollination
- Identification of New Market Opportunities
- Brand Strategy & Development
- Client Engagement

PROFESSIONAL EXPERIENCE

PRINCIPAL DESIGNER / KKIDKRAFT, INC. — DALLAS, TX

2021 - current

Drive innovation and explore growth opportunities within the competitive toy industry landscape. Lead the development of products that excel in form, function, and fun, while ensuring strong design quality and usability. Manage every stage of product development, from conducting market research to generating conceptual designs and overseeing manufacturing processes. Collaborate closely with the brand team to identify product architecture and create compelling presentations for internal and retail partner pitches. Mentor cross-functional team to foster their growth and expertise. Operate within tight budgets and fast-paced schedules while ensuring commercial success.

- Championed new category products with Beat Board. A fun and challenging electronic balance board game exclusive for Costco resulting in \$4M revenue in Fall of 2023.

DIRECTOR OF DESIGN (ADVANCED CONCEPTS) / MATTEL INC. — EL SEGUNDO, CA

2010 - 2020

Direct cross-functional teams through product development lifecycle from concept to production. Work closely with global manufacturers and manage external partnerships to define product roadmaps, manage all phases of product development and create / present results to leadership. Supervise cross-functional team of 5 to 12 Designers and Project Managers. Mentor and develop top-performing team of designers. Deliver numerous innovative products on time, on budget and to product specifications by leading cross-functional and globally dispersed teams of Designers, Engineers and global Marketing teams in aligning lifestyle and emerging technologies to drive new revenue streams.

- Led innovative design thinking to produce the new View-Master VR in 10 months. Received over 2.5B traditional media impressions in 750+ outlets at launch resulting in \$8.5M revenue in first 13 weeks. Approximately 900K units sold globally.
- Championed new category products in connected toy, AR, VR and 3D printing to capture growth opportunities and market share in the future of play.
- Developed licensed product line based on Nickelodeon preschool property. Created product pitches and was awarded a new preschool property with Nickelodeon due out in 2021.
- Managed external partnerships with Fortune 500 companies such as Amazon, Google, Apple and Autodesk and built long-term relationships with high-quality software developers.

SENIOR MANAGER OF DESIGN / MATTEL INC. — EL SEGUNDO, CA

2003 - 2010

Managed Creative Design team to develop traditional toys and technology-based play experiences for top brands including Barbie, Monster High and Girls Inc. Brought multiple notable products to market by working closely with key stakeholders to transform concepts into innovative designs driving approximately \$40M globally in new market segments.

- Created a paradigm shift product called Barbie Girls. The first Physical - Digital play platform for Mattel. Barbie Girls was a Massively Multi-player Online (MMO) by offering a doll embedded MP3 Player unlocking an MMO website; recognized as the fastest growing MMO in the girl digital space with over 5 Million on line players.

SENIOR DESIGNER / HAUSER INC. — WESTLAKE VILLAGE, CA

1999 - 2003

Consulted with clients in consumer electronics, healthcare, medical device and transportation industries including Johnson Controls, Rockford Fosgate, Diamondback, Leach. Provided direction on design concepts, mechanical design, prototyping and visual models. Managed intern program.

- Met with project owners and clients to assess scope and develop timeline.
- Translated client ideas into designs by applying technical knowledge, design thinking and industrial design.
- Designed and developed innovative design solutions that drove company forward in the industry.

MANAGER OF INDUSTRIAL DESIGN / JOSS DESIGN GROUP — CHICAGO, IL

1994 - 1999

Innovative industrial design consultancy in consumer electronics, hardware, housewares and health care industries including Proctor and Gamble, Northrop Grumman, ACCO, Igloo, Senco. Managed design cycle of multiple projects concurrently, coordinated schedules and mentored interns.

AWARDS AND HONORS

- **KidKraft, Beat Board:** TOTY nominee (Toy Of The Year for GAMES 2023), Spielwarenmesse Toy Innovation nominee (Nuremberg, 2024), appeared on Kelly and Mark Show as Hot Toy of Christmas 2023
- **KidKraft, The Ultimate Helicopter:** TOTY nominee (Toy Of The Year for Playset 2023)
- **Mattel ViewMaster:** Consumer Electronics Show (CES) Innovation Award (2016), Best of Toy Fair (Popular Science, 2015), Best in Play (Working Mother) and Toy Fair Favorites (Family Fun, 2015)
- **Mattel Apptivity:** TAGIE Award for excellence in electronic toy / game (2012)
- **Barbie Photo Fashion:** Best Toys Guide (30 Hot Toys for Christmas, 2012), Time to Play (Most Wanted Toys, 2012), Oppenheim Toy Portfolio Platinum (most innovative, engaging new product of the year) and MATTY (best technology toy of the year)
- **Barbie Video Girl:** Toy of the Year (France, 2010). Toy Innovation (Nuremberg, 2010), MATTY Award (Best Technology Toy of the Year, 2010).
- **Barbie Digital Nail Printer:** MATTY Award (most fun toy of the year, 2009)
- **Rockford Fosgate Punch Amp:** Consumer Electronics Show CES Design and Engineering Showcase Awards (2004)
- **Proctor and Gamble, Swiffer WetJet floor cleaning system:** INDA Visionary Award (2002), IDEA Silver Award (2002), Chicago Athenaeum Good Design Award (2000)
- **Senco Duraspin:** Portable Power Award (Tools Category for excellence in design, 2001)

EDUCATION

Bachelor of Fine Arts (BFA), Industrial Design, University of Kansas, Lawrence, KS
Art Center @ Night, Art Center College of Design, Pasadena, CA