



Vince Marazita
2023 Portfolio

Storytelling

Leaving consumers with a meaningful experience from a product requires some form of storytelling from the designer. Whether it's game-play or unboxing, my team and I always take the time to plot out some form of story.

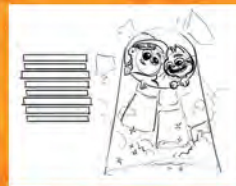
For the re-release of furby, I worked on storyboarding the unboxing experience to pitch to retailers such as Walmart, Target, and Amazon. Because of supply issues, Hasbro could no longer include batteries in the new Furby, so we needed to create a fun story for why you needed to install them yourself.

We started with key moments we wanted the user to experience and then crafted an unboxing narrative to tie everything together in a fun way. Instead of saying, "batteries not included," you are now guided through installing energy pods to your furby to wake her up from her cryo sleep while on the journey to you from deep space.



Storyboarding

I worked with Child Psychologist, Dr. Michelle Renwick, to create her children's book, *The Witch and the Cat: The Magic of Gratitude*. She gave me a script and I blocked out the story so she could see what illustrations would go with each block of text. We eventually used these storyboard slides as templates for the illustrations.



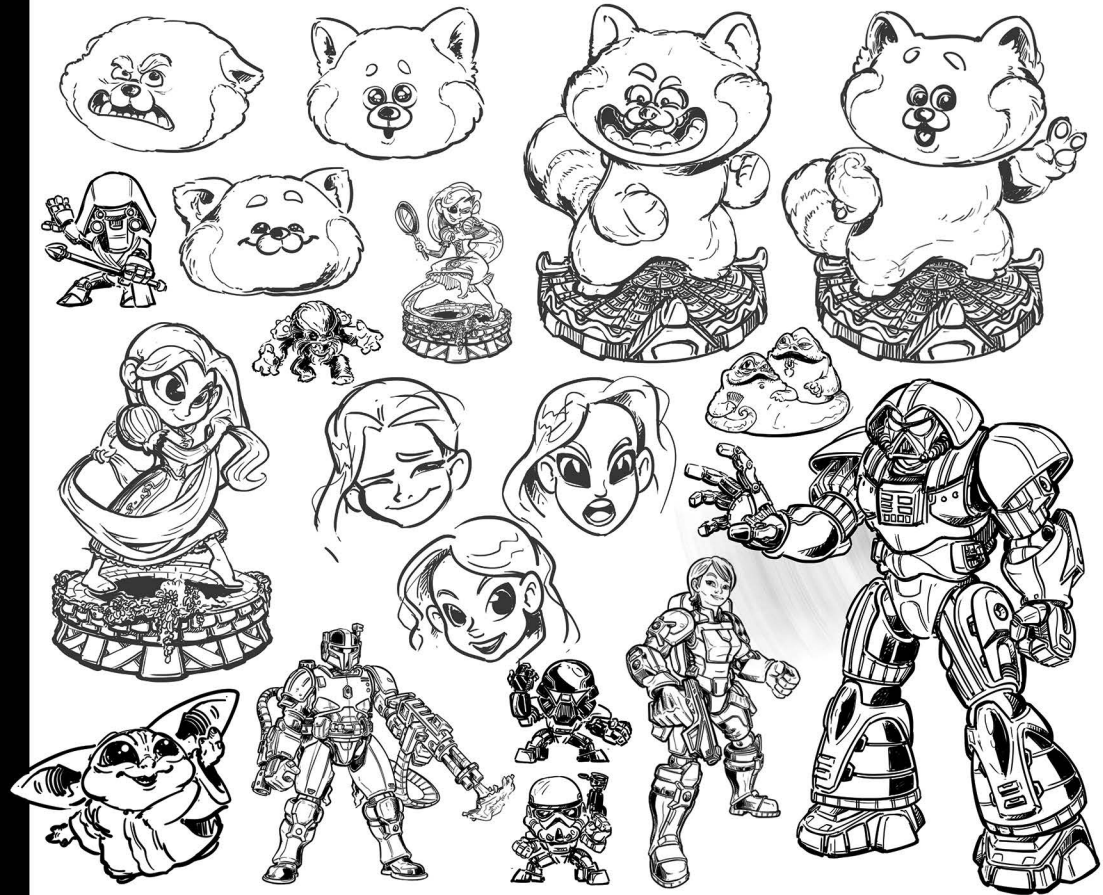
The WITCH and the CAT



The Magic of Gratitude

Illustration

I have been fortunate to work on some front-end concept sketches for IP such as Star Wars, Marvel, Disney, and Transformers.



Grow and Evolve Brands

I have lots of experience designing new product and experiences for existing brands. These designs all start with traditional Blue Sky brainstorming, but it's very important to be able to look at everything through the lens of the brand without limiting yourself too early in the process. The goal is to come up with something completely fun and new, while still feeling familiar and on-brand.

I have experience with brands such as Star Wars, Marvel, Furby, Peppa Pig, PJ Masks, LOL, Nintendo, Little Tikes, and the Hasbro Gaming portfolio.



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Generate Hype

Utilizing influencers can be a great way to show a new product experience in a fun and authentic way. I got the opportunity to match new game-play experiences with influencers who fit the brand to help generate hype. I've worked with influencers such as Jimmy Fallon, Dude Perfect and Good Mythical Morning.

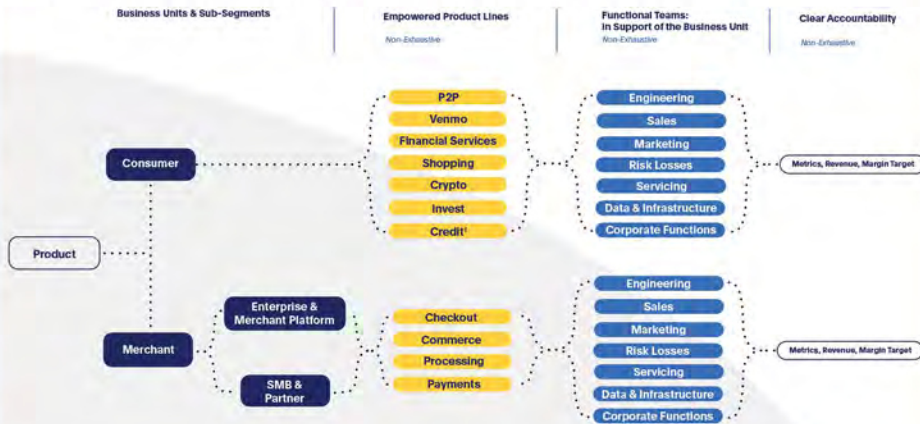


Branding

I have experience using established brand guidelines to generate new content that is loyal to the brand. A more recent example of this is the work I did for PayPal. They provided me with their brand guidelines and the information they wanted to show, and I designed a series of infographics that present that information in a way that is visually on-brand.



Decision-Making Framework is Anchored Around Two Business Units



Proactive! NOT Reactive

Trends move FAST! I became very familiar with this speed while working on the Hasbro Gaming team. Their strategy at the time was to identify and predict upcoming trends so that we could have product on shelf while the trend is hot.

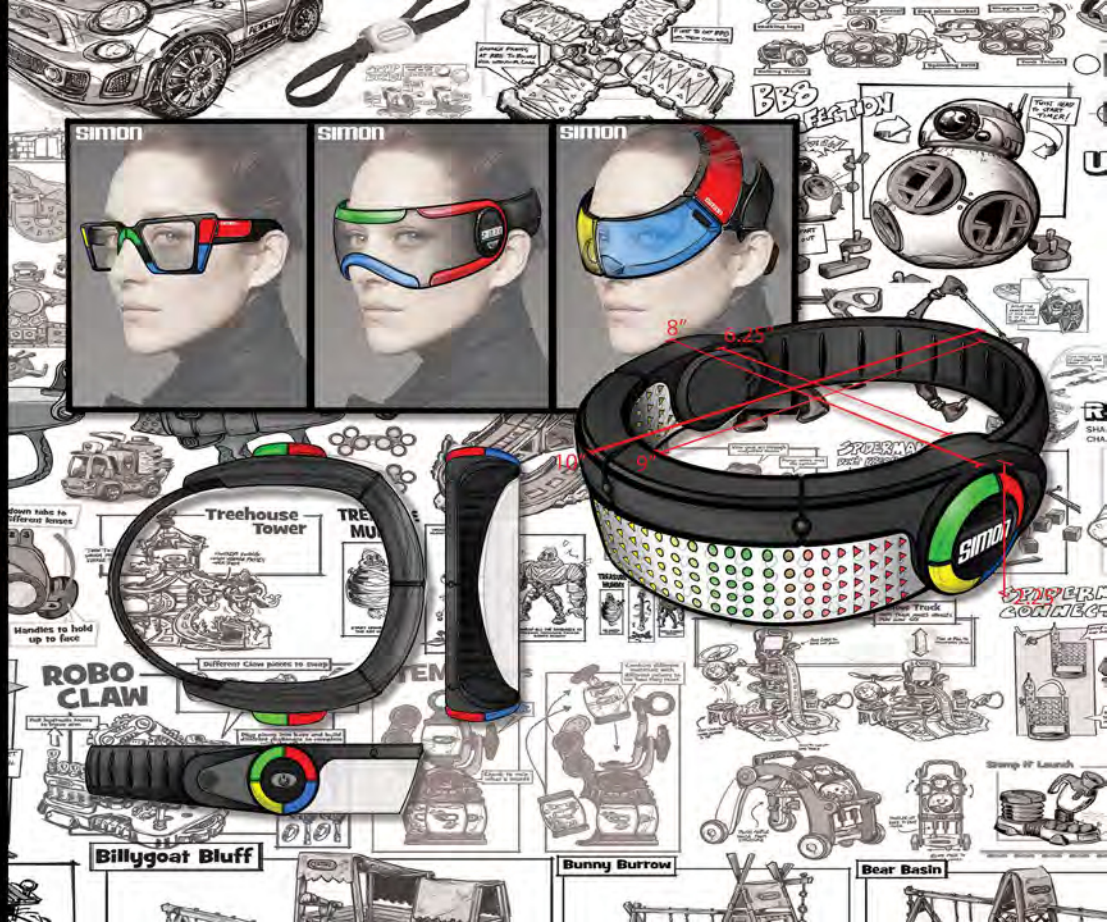
A good example of this is Simon Optix. The Simon brand was seeing a growth in popularity and VR gaming was just becoming mainstream again. The brief given to me by marketing was simple: Design a Simon VR experience...that costs \$19.99.

Easier said than done!



Blue Sky

Now came the brainstorming. I booked a meeting with some creative designers, engineers, and gamers from the office to throw all kinds of ideas against the wall.



*Most blue sky sketches for Simon Optix remain confidential. Please enjoy these other examples of concept sketches!

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Trial & Error

After taking some time to digest all the concepts, I identified the ideas with the most potential and began building some quick and cheap prototypes to see if they are as fun in practice as they are on paper. We tested these early models with kids who were the target demographic. After getting feedback from testing, we made another round of models and re-tested. This build, test, and rebuild process was repeated until we had game-play locked down.



Final Product

The final product had no screen, no face tracking, used the most rudimentary electronics, and retailed for only \$19.99. And yet, there are definitely elements of game-play that remind you of VR and brought an entirely new way to play to the Simon brand.



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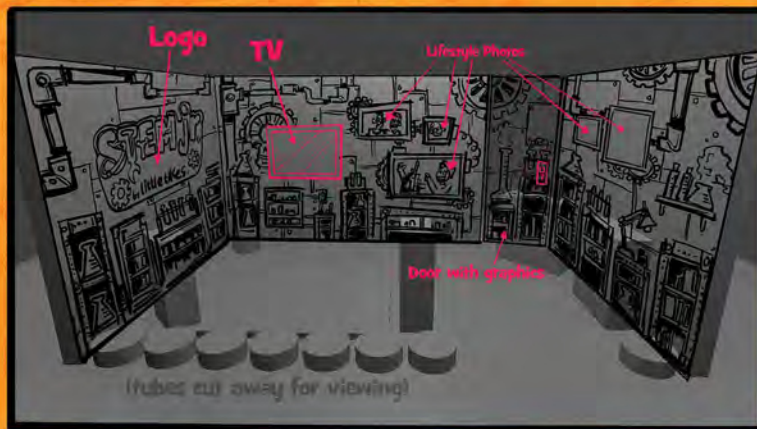
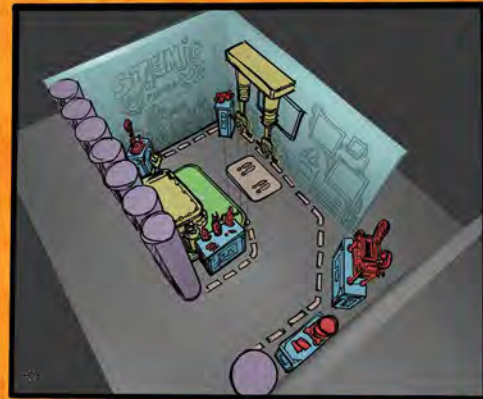
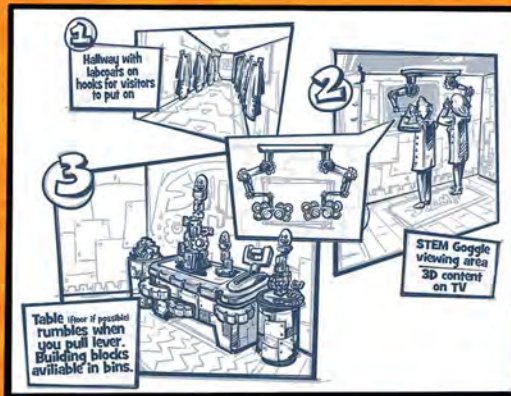
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Interactive Presentations

Another place I have crafted stories is in sales meetings. I've had lots of practice designing experiences to educate a sales team about a consumer and show them why a new product line is something they need on their shelves.

In 2016, Little Tikes was releasing a new line of educational toys call "STEM Jr." STEM toys were still pretty new at the time, so there wasn't a lot of previous sales data to help convince buyers to stock these kinds of toys on their shelves.

To help get everyone on board, I helped design an interactive experience to teach them about STEM and show them that our product is the best to have on shelf.



The Final Result

All the planning paid off! The room went up on time, and after bringing over 100 people through the experience, we were able to get placement for all the product we presented.



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Illustration

A couple of personal projects - Just for fun



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Illustration

I love to take characters from my favorite entertainment brands and remix them in different styles. Check out some Star Wars/Mech Suit sketches I explored.



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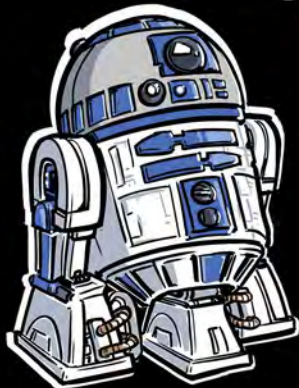
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A few examples of another character mash-up with a more mature art direction.



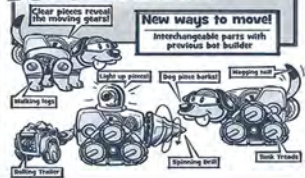
Illustration



Sketching



BUILDER BOTS



UNPACKS



Hamster Wheel



Caribou Crest



ROBO CLAW



MONEY GARDEN GROWERS



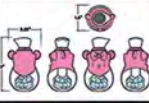
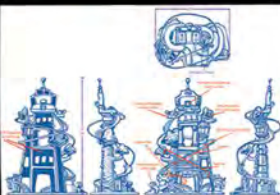
STARBUCKS PEEK-A-BOO



Billygoat Bluff



Product Development



CAD/Prototyping



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CRAZY APE DESIGN

Principal

Jan 2022 - Present

LITTLE TIKES/MGAE

Special Projects

Aug 2019 - Jan 2022

Jr. Design: Infant/Preschool

Sep 2017 - Aug 2019

Intern

Jun 2012 - Jan 2013

HASBRO

Intern Manager: Hasbro Games

2016 - 2017

Jr. Design: Kids Core Gaming

Mar 2016 - Aug 2017

Associate Design: Boys Gaming

Apr 2014 - Mar 2016

Intern

Jun 2013 - Aug 2013

MGI SIGNS

Vinyl Weeding & Sign Installation

Jun 2007 - Apr 2014

CLEVELAND INSTITUTE OF ART

Industrial Design

2010 - 2014

RISD

IDSA Guest Speaker/Workshop Lead

Nov 2017

Nov 2016

