

ERIC FRANER

Industrial Designer, Toy Designer, Concept Artist and Illustrator . . .

I have been working as a toy designer on the Star Wars Team at Hasbro since 2015. I have worked closely with the Lucasfilm team to bring many of the iconic ships, creatures, and characters to life.

I have brought hundreds of Star Wars items to market, including Value items, kids items, creatures, vehicles, standard action figures, TVC action figures and most recently the Black Series action figures, our 6 inch super articulated fan line. The Black Series is the largest single line in the Star Wars Hasbro Portfolio. Since I took over the Black Series in 2019, I have brought over 260 figures to market and I am currently leading over 200 projects. I work collaboratively with all departments and delegate work, provide feedback and bring new processes to the Black Series to improve process and quality. I influence the Black Series team with a multi year plan, to future proof the line with smart selects for tooling purposes. I work with management and marketing to develop the strategy of the line....



www.ericfraner.com



[efraner](https://www.instagram.com/efraner)



[franeres](https://www.artstation.com/franeres)



[Linkedin profile](#)



ericfraner44@gmail.com



(513) 646 - 9085

SKILLS

Photoshop, Solidworks, Alia Automotive, Zbrush, Prop/ model making, Miniature building for dioramas/ sets, Kitbashing, Keyshot, Sketchbook Pro, Illustrator, Indesign

References available upon request

EXPERIENCE

HASBRO (1/20/20 - PRESENT)

6 INCH FAN FIGURES - STAR WARS - Product Design - Pawktucket, Rhode Island

- Lead designer on the 6 inch Black Series line, brought back to the Star Wars Team, which consists of over 70 individual projects in a year.
- I am the leader on these projects, ensuring consistency between departments (sculpting, engineering, marketing, model artists, and Lucasfilm). I am responsible for final approvals on each stage, as well as improving and maintaining a good working relationship with our licensing partners at Lucasfilm
- Working closely with Lucasfilm and the studios producing the various movies and tv shows, I need to pivot and react fast to the ever evolving and changing development for these shows/movies, all while ensuring accuracy and consumer value.
- I represented the brand on livestreams and doing press interviews, becoming a public face of the company and brand.
- FAN FIRST FRIDAY STREAM – helped pave the way for the first ever Fan First Friday Livestream.
- Starting in 2022, I took on the Indiana Jones Adventure Series figures, in addition to my Star Wars Black Series responsibilities. This line consisted of 25 items.

HASBRO (9/6/19 - 1/20/20)

6 INCH FAN FIGURES - STAR WARS - Product Design - Pawktucket, Rhode Island

- Placed on a new team to drive new development processes to increase speed to market, open up new sourcing models, and improve profitability of our 6 inch fan figures for Star Wars
- We will help roll out the implementation of best practices across the Entertainment Brands portfolio by partnering closely with other teams running 6" businesses.
- I started leading the 6" Black Series Collector line of figures.
- \$6,000,000 + revenue in 2019 and Hasbro Star Wars' largest money making line

HASBRO (8/1/15-9/6/19)

STAR WARS - Product Design - Pawktucket, Rhode Island

- Developed Creatures, Vehicles and Action figures for the 3.75 inch universe and the super articulated 3.75 Vintage Collection line of figures.
- Completed 100+ projects across various lines, including The Vintage Collection, Galaxy of Adventures, Value, 3.75 5 POA figures, playsets, vehicles, creatures. These projects range from hyper realistic to stylized interpretations of Star Wars characters.
- \$2,000,000 + revenue in 2019 for The Vintage Collection

HASBRO - BRAND AMBASSADOR AT CONVENTIONS

German Comic Con Dortmund (2019) - Dortmund, Germany

- Panelist on the Star Wars Hasbro panel
- 5 press interviews
- Brand ambassador in the Hasbro booth

FanExpo Canada (2019) - Toronto, Ontario, Canada

- Panelist on the Star Wars Hasbro panel
- 5 press interviews
- Brand ambassador in the Hasbro booth

Star Wars Celebration - Chicago, Illinois (2019) - Anaheim (2022) - London (2023)

- Panelist on the Star Wars Hasbro panel
- Brand ambassador in the Hasbro booth

Unboxing Toy Convention (2018) - Mexico City, Mexico

- Panelist on the Star Wars Hasbro panel
- 7 press interviews
- Lectured at the Hasbro Masterclass Collector's Workshop, where I did an hour long live drawing demo and answered fan questions about concept art and how to get into the industry

San Diego Comic Con (2023) - San Diego, California

- Panelist on the Star Wars Hasbro panel
- Brand ambassador in the Hasbro booth

San Diego Comic Con (2019) - San Diego, California

- Built miniature sets and props for the SDCC diorama for the Hasbro booth. Used a variety of techniques including sculpting, pink foam carving, laser cutting structures and fabricating props out of foam and styrene
- Ranked the best booth by SYFY Wire at SDCC.

San Diego Comic Con (2017) - San Diego, California

- Built miniature sets and props for the SDCC diorama for the Hasbro booth. Used a variety of techniques including sculpting, pink foam carving, laser cutting structures and fabricating props out of foam and styrene
- Brand ambassador in the Hasbro booth

HASCON (2017) - Providence, Rhode Island

- Brand ambassador in the Hasbro booth

AWARDS

Senior Capstone Project - Experiment 18

- Received the third place IDSA award at DAAPworks 2015

Godzilla IMAX Fan Art Contest

- Runner up in the Godzilla IMAX fan art contest. Nine runner-ups were chosen by the director, Gareth Edwards

EDUCATION

University of Cincinnati Class of 2015 - Cincinnati, Ohio

- Bachelors of Science in Industrial Design from College of Design, Architecture, Art and Planning.

PREVIOUS EXPERIENCE

FISHER-PRICE (SEP 2014 -DEC 2014) - INDUSTRIAL DESIGN CO-OP - East Aurora, New York

- Assisting with the designs of various toys under the Fisher Price label

ETHICON ENDO SURGERY (2013-2014) - INDUSTRIAL DESIGN CO-OP - Cincinnati, Ohio

- I designed the aesthetics and ergonomics for various surgical devices and also helped with various graphic layouts and advertisements for a TEDxJNJ event

BERRY PLASTICS (2012-2013) - INDUSTRIAL DESIGN CO-OP - Evansville, Indiana

- I designed various bottles and bowls for many food companies

ELEVENTYPLEX (2012-2013) - DIGITAL SCULPTING INTERN - Cincinnati, Ohio

- I used Zbrush/Freeform to sculpt toys for various companies

