

ERIC FRANER

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

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

I have always had a passion for film. It has grown from a love of monsters, creatures and imagination into a career that I am excited about every day. Growing up, movies like Star Wars, Aliens and Jurassic Park captured my young mind and drew me in. As I grew older, the thrill and magic of those movies has evolved into a deep appreciation for creation through world building, creature design, product design and movie magic. My desire is to be a part of the team that sparks the joy, excitement, and curiosity that I have every time I step into a theater....



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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 a TEDxJNJ event

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

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

