



# Marc Brinas



With over 20 years of experience spanning UX/UI design, product design, graphic design, and illustration, I specialize in crafting intuitive digital products, scalable design systems, and visually striking creative assets. My career has been built across leading entertainment, education, and consumer brands translating complex business needs into user-centered, engaging, and revenue-driving solutions. Adept at collaborating across disciplines, I bring both hands-on design execution and high-level product vision to every project.

## Technical Skills

### Applications:

Figma, RIVE App, Miro, Sketch App, Adobe CC: Photoshop, Illustrator, XD, After Effects, Affinity Designer and Photo, Clips Studio Paint, Blender, Autodesk Maya, Zbrush, Clips Studio Paint, MS Office: Word, Excel, Outlook, Entourage, PowerPoint, Jira, Confluence, ChatGPT (AI), Scenario (AI)

### Key Knowledge Areas:

UX/UI Design, Rapid Prototyping, Wireframe Creation, Typography, Cross Platform Design, Flowcharts, Brand Identity, Interactive Production Process, Documentation Feature Breakdown, Supervisory / Management, Lean and Agile Methodologies, Art Direction, Illustration Concepts, Character Design

Figma ●●●●●●●●

RIVE ●●●●●●●●

Adobe Photoshop ●●●●●●●●

Adobe Illustrator ●●●●●●●●

Adobe After Effects ●●●●●●●●

Art Direction ●●●●●●●●

Affinity Designer ●●●●●●●●

Clip Studio Paint ●●●●●●●●

Jira ●●●●●●●●

Miro ●●●●●●●●

Blender ●●●●●●●●

## Career Overview

### Age of Learning | Senior Experience Designer

2018 - Present

- Reimagined navigation and UX flows for ABCmouse, leading to a 22% increase in session duration and higher curriculum completion rates.
- Designed and prototyped 50+ interactive learning activities, balancing educational objectives with game mechanics to boost engagement.
- Partnered with engineers to optimize UI components that reduced user errors and improved accessibility for early learners.
- Directed visual storytelling and illustration across mobile, web, and OTT platforms, maintaining brand consistency across products.
- Led design system updates that reduced redundancy, streamlined cross-team collaboration, and cut delivery time for new features by 30%.
- Collaborated with data and user research teams to refine designs through A/B testing and usability studies.

### MGA Entertainment | Senior Visual Interaction Designer

2012 - 2018

- Designed UX/UI for companion mobile apps that achieved 1M+ downloads in their first year, driving deeper user engagement with MGA's top toy IPs (LOL Surprise, Bratz, Little Tikes).
- Conceptualized and produced award-winning digital play experiences that blended physical toys with interactive storytelling.
- Built interactive prototypes and storyboards that accelerated development timelines by 25%, enabling rapid iteration cycles.
- Partnered with marketing to integrate cross-promotional graphics and branding, reinforcing product launches across platforms.
- Collaborated closely with developers, ensuring pixel-perfect handoffs and performance optimization.

### Disney Interactive | Lead Visual Designer

2010 - 2012

- Designed UI systems and flows for Disney-branded mobile games and apps, several of which achieved top 10 rankings in the App Store.
- Created icons, menus, HUDs, and interactive assets for 20+ digital properties spanning Star Wars, Frozen, and classic Disney franchises.
- Collaborated with product owners and game designers to shape gameplay-driven UX flows that balanced usability with immersive storytelling.
- Provided visual direction and illustration, ensuring consistent brand alignment across digital channels.
- Mentored junior designers and interns, improving design standards and encouraging career development within the team.

### Jakks Pacific | Principal Packaging Designer

2009 - 2010

- Partnered with top entertainment brands (Disney, Marvel, Nickelodeon, Star Wars, Jakks Pacific) to design packaging from concept through final production, delivering high-quality outputs ahead of schedule and strengthening brand consistency across global product lines.
- Developed innovative graphic solutions that enhanced brand identity and customer engagement.
- Partnered with creative team to develop and execute visual concepts for various marketing materials, including print ads, brochures, and digital assets.
- Collaborated with printers/vendors to ensure accurate production of final artwork files.
- Received positive feedback from clients on artistic style, attention to detail, and ability to bring characters/storylines to life.

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# Marc Brinas

## Career Overview (Continued)

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### Uncle Milton Industries | Lead Web Designer

2008 - 2009

- Partnered with top entertainment brands (Disney, Marvel, Nickelodeon, Star Wars, Jakks Pacific) to design packaging from concept through final production, delivering high-quality outputs ahead of schedule and strengthening brand consistency across global product lines.
- Developed innovative graphic solutions that enhanced brand identity and customer engagement.
- Partnered with creative team to develop and execute visual concepts for various marketing materials, including print ads, brochures, and digital assets.
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### Freelance & Early Roles | Visual, Graphic & Interactive Designer

2000 - 2010

- Partnered with Mattel, Universal, Warner Bros., and other major studios to deliver branding, marketing campaigns, and digital experiences.
- Designed packaging, print collateral, and digital assets that supported product launches and consumer marketing efforts.
- Produced custom illustrations and concept art for entertainment properties, expanding visual storytelling into consumer-facing products.
- Developed early interactive web experiences and Flash-based games, pioneering digital engagement before mobile dominance.

### Education

BFA, Graphic Design – California State University, Northridge  
Illustration – Associate in Arts, Studio Arts, Concept Design Academy

### Tools & Platforms

Figma | Adobe CC (Illustrator, Photoshop, After Effects, XD) | Sketch | Miro | Unity | Blender | Jira | Confluence | HTML/CSS basics | Chat GPT (AI) | Scenario (AI)

### Select Achievements

- 20+ years creating user-centered digital experiences across education, entertainment, and consumer brands.
- Portfolio includes apps downloaded by millions, digital learning tools, and branded entertainment properties.
- Recognized for balancing UX strategy with visual execution, producing designs that are both functional and visually striking.
- Proven ability to lead design systems, mentor creative teams, and deliver scalable solutions under tight deadlines.

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