

# Andrea Gonzalez

## Details

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## Portfolio

[www.andyllostcontrol.com](http://www.andyllostcontrol.com)  
Please request password to view

## Work Experience



## Profile

Creative and hands-on Product Developer with over 10 years' experience designing toys, fashion accessories, and lifestyle products, with a strong foundation in the premium children's market. At Olli Ella, I led end-to-end development of toys and nursery décor, combining playful design with sustainability and global compliance. I've design and developed products that drove up to 60% of total revenue at launch and have collaborated closely with factories to bring concepts to life with technical precision. Highly skilled in concept development, tech packs, factory collaboration, and aligning design with brand identity. While I have deep experience in children's products, I'm equally passionate about creating thoughtful, beautiful pieces for innovative fashion and lifestyle brands more broadly, and excited to bring my skills to new creative categories.

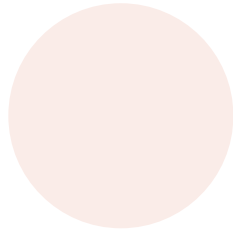
## Key Skills

Advanced CAD & Product Illustration - Children's toys and lifestyle product development - Soft goods and textile design - Sustainable materials sourcing - Trend research and market insights - Technical packs and product specifications - Factory and supplier collaboration - Global compliance and testing - Packaging design and development.  
Bilingual communication (English, Spanish, Portuguese)



## Product Developer - Toys & Children's Lifestyle Olli Ella, Byron Bay / May 2021 - Present

- Led the end-to-end development of multiple collections, from concept and sampling to packaging and compliance. One standout collection (Unicorns) became a top seller, contributing to around 60% of total business revenue at launch.
- Spearheaded significant product growth, contributing to the expansion of the range in Q3-2025 from 37 to 86 SKUs. A 132% increase in options year-on-year.
- Drove innovation, with 52% of the expanded product range consisting of brand new products or designs, enhancing brand differentiation and market exclusivity.
- Developed 41% of new products with entirely new suppliers, diversifying the supply chain, fostering innovation partnerships, and improving business resilience.
- Introduced 26% of products featuring new materials or techniques, such as glow in the dark plush, advanced embroidery, unique printing methods, and the launch of a GOTS-certified organic cotton collection, aligning products with sustainability and B Corp values.
- Designed and developed children's toys, dolls clothing and lifestyle products, ensuring alignment with brand storytelling and premium market aesthetics.
- Created detailed and visually engaging CADs, product mockups, and presentation-ready illustrations, translating concepts into clear, production-ready visuals that supported development, supplier communication, and internal approvals.
- Created detailed tech packs, specifications, care labels, and sample tracking to support smooth production processes.
- Managed global supplier relationships to ensure product quality, on time delivery, and resolution of manufacturing challenges.
- Ensured global compliance through rigorous testing protocols and accurate documentation.
- Produced multi view technical drawings to support product design registrations and protect intellectual property.
- Developed sustainable packaging, trims, labels, and embellishments, aligning products with eco-conscious brand values.
- Planned and tracked development milestones to meet critical path timelines and achieve DIFOT (Delivery In Full On Time).



## Work Experience

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### *Freelance Product Designer*

*Jahie, Ciroa, Ciroa Beauty / September 2023 - Current*

-Contributed to the design and illustration of a wide range of products, including housewares, kitchenware, outdoor goods, backpacks, handbags, body care items, and more.

-Collaborated closely with teams to develop product concepts, delivering detailed illustrations and technical packaging specifications.

-Focused on creating visually compelling and functional designs that meet both aesthetic standards and production requirements, ensuring smooth transition from concept to manufacturing.



### *Production Assistant*

*Printspot Group, Murwillumbah / October 2020 - Casual*

-Managed signage production, vinyl preparation and application, and design tasks, supporting large-scale projects.



### *Production Assistant*

*Spike Design Australia / August 2020 - October 2020*

-Supported design and production tasks for a two-month project, contributing to product development and manufacturing workflows.

-Managed signage production, vinyl preparation and application, and design tasks, supporting large-scale projects.



### *Art Department Coordinator*

*Decorative Events & Exhibitions / February 2016 - August 2020*

-Delivered graphic design and large-format digital printing services for events and exhibition displays.

-Interpreted technical drawings and production specifications to ensure accurate execution of custom-built display solutions.

-Installed vinyl graphics both in-house and on-site at event venues and exhibition spaces, ensuring professional and precise application under time-sensitive conditions.

-Prepared production files and operated CNC machinery; carried out vinyl cutting, weeding, taping, mounting, and laminating to meet high-quality finish standards.

-Managed inventory of vinyl, media, inks, and signage materials to maintain production readiness for tight event schedules.

-Collaborated directly with clients and project managers to plan, quote, and deliver tailored visual solutions for exhibitions and events.

-Oversaw project timelines, ensuring design and production deadlines aligned with event setup and launch dates.

-Trained and supported new team members, contributing to efficient team performance in a high-pressure environment.



## Technical Skills

### *Computer*

Adobe suit: Illustrator, Photoshop and Procreate.  
Printing Softwares: Flexi Sign, Roland VersaWork.  
SIMPRO  
Microsoft Office Suite

### *Equipment*

Roland LEJ-640, Roland EJ-640, Roland VP-540  
Laminator  
CNC Router

## Education

### *Languages*

English  
Spanish  
Portuguese



### *-Product Design Engineering - Bachelor Degree 2005-2007*

EAFIT University - Colombia

### *-Fashion Design - Bachelor Degree 2007-2011*

Universidad Autonoma de Manizales - Colombia

### *-Indesign - Certificate 2012*

### *-Advance Diploma of Management 2013-2014*

Academies Australasia

### *-3M Car Wrapping Course 2016*

## References



Grace Gunkel - Product Manager and Planner at Olli Ella  
Manager  
0478 855 261

Michael Fulton - Production Manager at Alchemy co.  
Former supervisor at Decorative Events and Exhibitions  
0400 799 317

Frances Kyrikos - Head of Product at Olli Ella in 2021  
Friend  
0404 051 774