

Walter De Leon

Storyteller & Designer
www.walterdeleon.com



About Me

Creative Lead and Product Designer with 15+ years of experience transforming imaginative concepts into polished, production-ready realities. From my roots in gaming as a Lead Character Artist to designing full hard and soft good product lines for global powerhouses like Spin Master and Jazwares, I have mastered the art of managing complex project life cycles. I leverage a deep knowledge of 3D modeling and licensed style guides to deliver exceptional products that resonate with audiences and collectors alike.

Contacts

☎ (310) 990-8438

✉ walterdeleonarts@gmail.com

🏠 Los Angeles, CA

Professional Skills

Versatile Creative Lead with a mastery of conceptual development and traditional foundations, specialized in bridging imaginative design with technical manufacturing reality. I utilize 3D modeling as a high-fidelity communication tool to preserve design intent through complex production hand-offs. A strategic director with a proven track record of managing full project life cycles, I deliver polished, production-ready results through expert creative leadership and high-impact presentation.

Software

- Photoshop
- Illustrator
- Zbrush
- Unity
- 3Ds Max
- Maya
- Keyshot

Work Experience

Jazwares

Aug. 2021 – May 2026 **Senior Product Designer**

Contributed to designing some of the most highly fidelity products imaginable. From capturing every little detail of licensed vehicles to anatomical likeness of real life talent into toys. Worked heavily with all teams, brand, product, marketing, to help direct and manage whole waves in an effort to maximize tooling, costing, while maintaining the expectations of the collector community in mind.

Properties/ Licenses:

- Stranger Things: Tales from 85
- AEW
- Micro Machines

Spin Master

Jun. 2017 – Jun. 2019 **Product Designer**

Produced comprehensive technical design packages (vectors, line-work, and color renders) to guide global vendors through 3D sculpting and manufacturing hard goods and soft goods. Proven track record in rapid prototyping via foam-core modeling to test play features. Beyond product, I designed immersive showroom experiences and large-format environmental graphics to support showroom showcases.

Properties/ Licenses:

- Paw Patrol: Core Line
- Paw Patrol: Air Rescue
- Paw Patrol: Ultimate Rescue
- Paw Patrol: Mighty Pups
- Paw Patrol: Super Charged
- Paw Patrol: Dino Island

Play Hut Inc.

Sep. 2016 – Sep. 2017 **Lead Package Designer/ Product**

Strategic designer managing the full product life cycle from brand identity and packaging design to final production. Expert at navigating complex licensed style guides and developing original product concepts through high-fidelity rendering and precise technical drafting for manufacturing.

Properties/ Licenses:

- Disney/ Disney Jr./ Pixar
- Nickelodeon
- Entertainment One
- Marvel
- Hasbro

Floor 84

Feb. 2010 – May 2015 **Lead Character Artist**

Led the creative direction and execution of diverse game assets, specializing in the conceptualization, modeling, and texturing of both realistic and stylized characters. I managed the full integration of 2D and 3D environment assets within the Unity engine, ensuring visual consistency and performance. By directing project workflows from initial concept to implementation, I maintained a high standard of artistic quality across both characters and backgrounds.

Properties/ Licenses:

- Disney/ Disney Jr./ Pixar
- Stan Lee's POW! Entertainment
- Discovery Channel

Education

Bachelor of Fine Arts: Design

Art Institute of California: Los Angeles