

Mari Richards

7610 31st St. N. Oakdale, MN 55128

mari@maririchardsdesign.com

612.669.5532

Professional Experience:

- 2009-Present **Founder**, Award-winning kids design blog www.SmallforBig.com
- 1998-Present **Freelance Designer**, Product, Illustration, and Identity/Graphic Design
Clients include Target, Hasbro, Skip Hop, Learning Zone Xpress,, DecoPac, Cranium, Manhattan Toy, Kids Preferred, Jellycat, Serabeena, Convertible Designs, Permanent Play, The Neighborhood, and others
- 2006-2009 **Senior Product Designer**, Manhattan Toy, Minneapolis, MN
- 1998-2004 Designed over 400 children's products for international specialty toy manufacturer with reputation for innovative, high-design gifts for children. Designs include infant, toddler, preschool, plush, puppets, dolls, puzzles, construction, and accessories, character, illustration, and pattern. Designs won over 30 industry awards.
Experience in cut and sew, wood, plastic, greyboard, illustration, identity. Managed product development process from trend research, concept development, through vendor product development, negotiation, & production.
Team player incorporating marketing, sales, and operations concerns. Significant experience negotiating with Asian vendors.
Managed summer internship program.
Mentored Associate Designers.
Developed and managed freelance and inventor resources.
Collaborated with multiple outside clients including Target, DwellStudio, Barnes and Noble, Starbucks, Discovery Channel, Sam's Club, Costco, Cirque du Soleil, Dr. Seuss, Pottery Barn Kids and others for licensed and custom product opportunities.
- 2006-2009 **Mentor** College of Design, University of MN, Minneapolis, MN
- 2004 **Mentor**, St. Olaf College Center for Experiential Learning, Northfield, MN
- 2000-2009 **Panelist**, Career Lecture Series, St. Olaf College, Northfield, MN

Teaching Experience:

- 2005-2011 **Faculty** – Minneapolis College of Art and Design(MCAD), Minneapolis, MN
Courses Include: 3D Foundations, Transcending Materials in 3-D
- 2005-2009 **Faculty** - Foundations Studies, College of Visual Arts(CVA), St. Paul, MN

Courses Include: 3D Design Principles, Introduction to Digital Media, Digital Design with a focus in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, and QuarkXpress

- 1999-2005 **Faculty**, Globe College and Minnesota School of Business, Richfield, MN
Courses Include: Drawing Concepts, Art in the Modern World, Design Fundamentals, Intro to Adobe Photoshop, Intro to Macintosh, Senior Portfolio Development
- 2004-2006 **Teaching Assistant**, MCAD, Foundation 3-D Studies, Minneapolis, MN
- 2004 **Instructor**, Destination 2010 Scholars workshops, MCAD, Minneapolis MN

Education:

- 2006 **MFA**, Minneapolis College of Art and Design(MCAD), Minneapolis, MN
- 1997 **BA**, Studio Art, Cum Laude, St. Olaf College, Northfield, MN
- 1997 **BM**, Piano Performance, Cum Laude, St. Olaf College, Northfield, MN

Additional Education:

- 2006 Twin Cities Photoshop Users Group Workshops, Minneapolis, MN
- 2006 College Art Association (CAA) Annual Conference, Boston, MA
- 2004 Teaching Seminar, MCAD, Minneapolis, MN
- 2002 Photoshop for Pros, Seminar, Minneapolis, MN
- 2001 The Big Idea: Creative Brainstorming Seminars, Minneapolis, MN

Community Experience:

- 2005-2006 **Volunteer** - Arty Pants, Walker Art Center, Minneapolis, MN
- 2005-2006 **Representative** – Student Activities Council Executive Committee, MCAD, MN
- 2004 **Mentor**, MCAD Mentor/Intern Program with Manhattan Toy, Minneapolis, MN
- 2004 **Mentor**, St. Olaf College Center for Experiential Learning, Northfield, MN

Awards:

Over 30 competitive toy industry design awards won for personal designs:

- 2008 Toy Directory and TD Monthly Magazine's Top Toys, Puzzibits
- 2006 Oppenheim Toy Portfolio Gold Seal Award, Baby Stella
- 2006 Oppenheim Toy Portfolio Platinum Seal Award, Groovy Girls Super Nova Sofa
- 2003 Specialty Toy of the Year, Groovy Girls
- 2003 Girl Toy of the Year, Groovy Girls
- 2003 Gold Seal Award, Oppenheim Toy Portfolio, Dr. Seuss Hand Puppets

- 2002 3-Star (out of 3 possible) Award, Canadian Toy Testing Council, Enchanted Garden Fill & Sprinkle Watering Can
- 2002 Gold Seal Award, Oppenheim Toy Portfolio, Hullabaloo Hand Puppets
- 2002 Hot Picks Toy Award, American Specialty Toy Retailing Association, Groovy Girls Lush Loft
- 2002 Children's Choice Award, Canadian Toy Testing Council, Groovy Girls Lush Loft
- 2002 3-Star (out of 3 possible) Award, Canadian Toy Testing Council , Groovy Girls Lush Loft
- 2002 3-Star (out of 3 possible) Award, Canadian Toy Testing Council , Ziggles
- 2002 Best Toy, Right Start, Groovy Girls Outrageous Auto
- 2002 Gold Seal Award, Oppenheim Toy Portfolio
- 2002 Gold Seal Award, Oppenheim Toy Portfolio
- 2001 Recommended Winner, Parent's Choice Awards, Hullabaloo Hand Puppets
- 2001 Best Travel Toys, Oppenheim Toy Portfolio, Hullabaloo Hand Puppets
- 2001 Children's Resources Honor Awards, NAPPA, National Parenting Publications Award – Enchanted Garden Fill & Sprinkle Watering Can
- 2001 Platinum Seal Award, Oppenheim Toy Portfolio
- 2001 Most Innovative Product Line, Learning Express
- 2001 Toy of the Year (T.O.Y.) Award, Family Fun Magazine, Groovy Girls
- 2001 Platinum Seal Award, Oppenheim Toy Portfolio, Wimmer Ferguson Flopsters
- 2001 Children's Media Awards, Parent's Guide, Lilydoll
- 2001 Platinum Seal Award, Oppenheim Toy Portfolio, Lilydoll
- 2001 Gold Seal Award, Oppenheim Toy Portfolio, Lilydoll
- 2000 Dr. Toy's 10 Best Children's Products, Lilydoll
- 2000 Dr. Toy's 100 Best Children's Products, Lilydoll
- 2000 Recommended Winner, Parent's Choice, Lilydoll
- 2000 Gold Seal Award, Oppenheim Toy Portfolio, My First Photo Album
- 2000 Gold Seal Award, Oppenheim Toy Portfolio, Soft Stories
- 2000 Gold Seal Award, Oppenheim Toy Portfolio, Enchanted Garden Shapes
- 2000 Gold Seal Award Oppenheim Toy Portfolio, Enchanted Garden Mini-Mobile
- 2000 Dr, Toy's Best Children's Vacation Products
- 2000 Platinum Seal Award, Oppenheim Toy Portfolio, Jungle Boogie Hand Puppets

Selected Solo Exhibitions:

- 2010 *Consumed*, John MacArthur Library, Florida Atlantic University, Jupiter, FL
- 2009 *Excess*, Larson Art Gallery, University of Minnesota, St. Paul, MN
- More, please*, Macrostie Art Center, Brainerd, MN
- 2007 *OVERSTOCKPILE*, Solo Show, Vesper College, Minneapolis, MN

- Stock Up*, Solo Show, Space 144, Minneapolis, MN
1997 *Final Voices* - Steensland Gallery, Northfield, MN
1995 *Stilled Lives, Slowed Motions* - Haugen Gallery, Northfield, MN

Selected Group Exhibitions:

- 2011 *Material Matters*, MCAD, Juror: Elissa Auther, Minneapolis, MN
2010 *Snap to Grid*, Los Angeles Center for Digital Art, CA
2009 *Energeia 12-13*, Energy Gallery, Toronto, ON, Canada
2008 *The Human Condition*, C. Emerson Fine Arts, St. Petersburg, FL
Nightmares, Maryville University, St. Louis, MO
Wish You Were Here, A.I.R. Gallery, New York, NY
2007 *Festival of Appropriation*, Jon Nelson and Kate Iverson, Jurors, The Soap Factory, Minneapolis, MN
Rotten Sun - Faculty Responds, MCAD, Minneapolis, MN
15th Annual Juried Exhibition, Marlon Davidson, Juror, Macrostie Art Center, MN
2006 *Open Door 2 Juried Exhibition* – Rosalux Gallery, Minneapolis, MN
International Small Works – Juror: Melissa Dahlquist, Elmhurst Art Museum, Harper College, Palatine, IL
MFA Thesis Exhibition – MCAD, Minneapolis, MN
2005 *Drawing National 2* - Juror: Sarah Stecher, Montgomery College, MD
2004 *Revolting Bodies* - Morrison Gallery, Minneapolis, MN
2003 *Disease* - MCAD, Minneapolis, MN
2002 *Minnesota Artists* - Juried MN State Fair Exhibition, St. Paul, MN

Reviews:

- Waaraniemi, Eeva-Liisa. "Consummate Consumers." *www.rakemag.com*, August 31, 2007.
Mault, Courtney. "MCAD Faculty Show: Rotten Sun: On the Grotesque in Art and Design." *CityPages*, September 12, 2007, p. 13.
Thomas, Dylan. "Beyond Gross: MCAD faculty explore the grotesque." *Southwest Journal*, September 10, 2007, p. B2.