



Women in Action Brands: Star Wars Senior Product Designer Emily

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Today we caught up with one of Hasbro's "Women in Action Brands" to hear about some of her inspirations:

Current role: Senior Product Designer, Star Wars

5 questions with Emily:

What was your journey to become a designer?

I won my way in! I studied illustration in college with a focus on character design, and interest in careers in comics or video games. One day Hasbro came to our school with an internship competition. I competed to design, sculpt, and articulate a figure from wax. After the judging, I won a spot in the intern program! I came to love the toy industry. It encompasses character creation, color theory, wild materials, engineering, strategy, trend hunting, and so many interesting skillsets. Most of all, it's designing for a consumer and tuning into what's exciting for the new generation!

What is on your bucket list?

I am building up the supplies to start a brand-new craft hobby – Resin Molding! I'm selecting molds, materials, and safety gear now. I have plans to start molding my own Dungeons & Dragons dice for myself and my adventuring party!

Who are your heroes real or fiction?

I'm a big fan of Ashley Eckstein. She is the voice actress of Ahsoka Tano, a heroic female Jedi character from Star Wars animated shows. I once met her at a Star Wars convention, which was super awesome!

What is your dream outfit to wear to Comic-Con?

I've been to the Star Wars Celebration convention 5 times and used to go as a fan even before I started working on the Star Wars brand. I often dress up in outfits inspired by my favorite Star Wars characters, like droids! Someday, I would love to sew up a big R2-D2 ballgown complete with working lights. I haven't tackled costuming with LEDs yet, so it's on my costume bucket list to dig into and learn more about.

What are your super-powers at work and at home?

On the spot jingle writing! I can't stop myself from making up little songs when the inspiration hits me. I wish that more toys came with catchy jingle commercials. Sign me up!

