DIANA LETO

CREATIVE LEADERSHIP | BRAND STRATEGY | DESIGN
LICENSING | PACKAGING | CPG

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PROFILE

Creative leader, art director, and illustrator building brand worlds for Barbie, Monster High, Disney, and Sesame Street. Connects brand strategy, creative teams, and hands-on execution across identity, packaging, consumer products, apparel, campaigns, retail, and live experiences. Brings 20+ years of experience shaping global visual systems, aligning cross-functional partners, mentoring talent, and improving how creative work moves from concept to delivery.

CREATIVE EXPERTISE

Creative direction and team leadership • Global brand strategy • Visual identity and style guides • Packaging and consumer products • Apparel and accessories • Illustration and storytelling • Campaigns and presentations • Events and environments • Creative operations

EXPERIENCE

Design Lead, Theatrical Creative

Disney Theatrical Group - Contract | 2023-Present

- Lead creative development for Hercules and The Lion King U.S. tour merchandise, connecting theatrical stories with artwork, product collections, and audience experiences.
- Create original character art, typography, apparel, accessories, packaging, and environmental graphics that carry one visual direction across consumer touchpoints.
- Guide work from concept through delivery; align stakeholders and production partners, present creative rationale, and adapt to feedback and changing deadlines.

Senior Art Director

Mattel - Barbie and Monster High | January 2020-June 2026

- Led creative direction for Barbie and Monster High across identity, packaging, consumer products, campaigns, retail, and live experiences in more than 40 markets.
- Built scalable visual systems and style guidance for teams, agencies, licensees, and regional partners; aligned creative, marketing, product, licensing, and production around shared goals.
- Led and mentored creative teams while directing illustration, photography, video, and motion; stayed hands-on in design, compositing, retouching, and final execution.
- Onboarded the packaging department to Adobe Workfront, improving collaboration, workflow visibility, and on-time delivery by 38%.
- Contributed to Monster High results of 289% collector growth, 434% point-of-sale lift, and 271M+ PR impressions; creative work across Barbie and Monster High supported 45% global sales growth.

DIANA LETO

Creative Leadership / Brand Strategy / Design

EXPERIENCE CONTINUED

Senior Creative Director

MAGLETO | July 2016-October 2020

- Led lifestyle branding, seasonal visual concepts, and retail storytelling for consumer brands including USPA and Winston.
- Directed branded environments, window displays, signage, and environmental graphics that connected the customer journey with immersive in-store storytelling.
- Created cohesive palettes, typography, merchandising concepts, and digital asset systems across retail, packaging, eCommerce, and marketing collateral.

Design Director

Sesame Street | October 2005-June 2016

- Shaped global brand direction through hands-on design and scalable systems for storytelling, packaging, photography, animation, and promotional campaigns.
- Directed photoshoots, websites, apps, and campaigns from concept through production; coordinated creative teams, timelines, retouching, and final assets across channels.
- Led collaboration among animators, designers, writers, educators, and licensing partners, aligning creative execution with audience needs, educational goals, and brand standards.
- Developed Keynote and live presentations for STEM and literacy initiatives; presented creative concepts to executives, sponsors, and global partners.
- Creative work contributed to 80% sales growth and a $60M revenue increase through cohesive brand art direction.

TOOLS

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, After Effects

Figma • Keynote • PowerPoint • Adobe Workfront

Adobe Firefly and AI-assisted visual development and prototyping

EDUCATION

Bachelor of Fine Arts in Communication Design

Parsons The New School, New York, NY

TEACHING AND RECOGNITION

- Adobe Creative Cloud instructor and Adobe MAX speaker; presented design, storytelling, and emerging creative tools to 6,000+ attendees.
- Stan Lee Excelsior Award nominee for comics and storytelling; team lead on multiple Toy of the Year nominated product lines.

Barbie.

Building a brand world. Leading every touchpoint.

SENIOR ART DIRECTOR, MATTEL

IDENTITY / PACKAGING / RETAIL

Led logo development and refinement, global look and feel, packaging direction, and retail execution. Connected the creative vision across product, retail, social, and events.

01 BRAND SYSTEM TO RETAIL EXPERIENCE





Identity, movie-inspired packaging, and retail as one visual system.



JANE GOODALL / INSPIRING WOMEN



MARILYN MONROE / BARBIE SIGNATURE

01 SET THE VISION

Defined a global look and feel that balanced Barbie heritage with fresh cultural expression.

02 GUIDE THE CREATIVE

Guided logo development and refinement, packaging direction, and retail execution.

03 CONNECT THE SYSTEM

Extended the visual language across packaging, retail, social, and events.

45%

REPORTED GLOBAL SALES LIFT

Contributed to broader Barbie brand and team results.

Monster High.

Turning character stories into collector desire.

SENIOR ART DIRECTOR, MATTEL

COLLECTOR BRANDING / ART DIRECTION

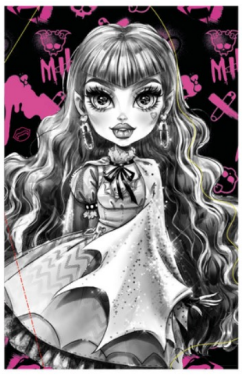
Led creative direction across collector branding, packaging, illustration, and launch content. Guided visual exploration and connected character storytelling with a distinctive brand language across product and campaign touchpoints.

01 A DISTINCTIVE COLLECTOR WORLD











HAUNT COUTURE / COLLECTOR EXPERIENCE

Packaging, identity, and character details unified into a premium collector world.

ILLUSTRATION & VISUAL STORYTELLING

Oversaw illustration exploration and character-led creative development.

01 SET THE DIRECTION

Shaped collector brand expression through storytelling, identity, packaging, and launch creative.

02 LEAD THE CRAFT

Guided illustration exploration and creative development while staying hands-on in design and art direction.

03 ALIGN THE TEAM

Partnered with marketing, product, licensing, and production to carry the creative vision through delivery.

289%
COLLECTOR GROWTH

434%
POINT-OF-SALE LIFT

271M+
PR IMPRESSIONS

Reported broader Monster High brand and team results to which my creative work contributed.

Disney Theatrical.

Bringing the story beyond the stage.

DESIGN LEAD / CONTRACT

MERCHANDISE / BRAND STORYTELLING

Translated beloved Disney stories into original artwork, merchandise collections, and audience experiences. Led creative development for Hercules and managed The Lion King U.S. tour merchandise, connecting theatrical storytelling with products fans could take home.

01 STORYTELLING BEYOND THE STAGE







HERCULES / MERCHANDISE & RETAIL

Original artwork and a coordinated collection across apparel, accessories, and theatrical retail.

THE LION KING / TOUR MERCHANDISE

Character, pattern, and narrative-led design extending the show into fan experiences.

01 TRANSLATE THE STORY

Turned familiar characters and theatrical worlds into original artwork and merchandise concepts.

02 GUIDE THE COLLECTION

Connected artwork, product design, and retail presentation through a consistent creative direction.

03 DESIGN FOR THE AUDIENCE

Balanced brand recognition with fresh expression to create products that extend the live experience.

Sold out in minutes.

SELECT HERCULES COLLECTION PRODUCTS AT LAUNCH