DIANA LETO

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.



CAMP BARBIE / IDENTITY EXPLORATION



PACKAGING CONCEPTS

Concept exploration for internal review; not final.

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.

diana@dianaleto.com

Monster High.

Turning character stories into collector desire.

SENIOR ART DIRECTOR, MATTEL

COLLECTOR BRANDING / ART DIRECTION

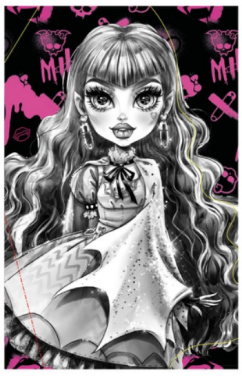
Led creative direction across collector branding, packaging, illustration, and launch content. Guided visual exploration and connected character storytelling with a distinctive brand language across product and campaign touchpoints.

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