



DAVE MOCCIA

AWARD WINNING

SENIOR CREATIVE/GAME DESIGNER

Contact

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Core Competencies

- Game Design
- Toy Design
- Packaging Design
- Product Graphics
- Digital + Physical Product Integration
- Art Direction
- Concept Development
- Generative AI Workflows
- Prototyping & Physical Comps
- Licensor Collaboration
- IP Adaptation
- Visual Storytelling
- Presentation Mockups
- Photography & Retouching
- Print & Production Prep
- Vendor & Global Partner Management
- Cross-Functional Team Leadership

Tools & Technical Skills

- Adobe Illustrator 100%
- Adobe Photoshop 100%
- Adobe InDesign 100%
- Digital Illustration 100%
- Vendor Management 100%
- 3D Vendor/Illustrator Direction 100%
- Production File Prep 100%
- Photography Retouching 100%
- Adobe Firefly 70%
- ChatGPT (AI Workflows) 70%
- HTML/CSS 60%

Education

- **Butera School of Art,**
Boston, MA — Commercial Art Diploma
- **Massachusetts College of Art & Design,**
Boston, MA — Web Design Program

Professional Summary

- Award-winning Senior Game & Creative Designer specializing in hybrid digital-physical game play, packaging, and consumer product design.
- Recognized with Hasbro's 2025 Heroes of the Realm (HOTR) Award for leading the full visual game design of the Monopoly GO! tabletop adaptation, transforming the world's #1 mobile title into an immersive physical experience.
- Skilled at translating major global IPs, including Pokémon, Lucasfilm, and Monopoly, into cohesive game play systems, packaging, and visual experiences with full brand integrity.
- Brings end-to-end expertise across concept development, prototyping, art direction, vendor management, licensor approvals, photography, and production.
- Experienced in leveraging Generative AI (Adobe Firefly, ChatGPT) to accelerate concepting, iteration, and stakeholder alignment. Collaborative, detail-driven partner to cross-functional teams in fast-paced product environments.

2015-2025



Hasbro Games | Monopoly Team
Lead Senior Game & Graphic Designer | Pawtucket, RI

Key Achievements



Heroes of the Realm Award (2025):

- Led visual game design for the Monopoly GO! tabletop adaptation, translating digital mechanics, UI aesthetics, and character-driven personality into a fully realized physical game experience.



Franchise Innovation:

- Contributed to high-profile titles within the Monopoly ecosystem, including Monopoly Builder (TOTY Finalist 2022), Ms. Monopoly (TOTY Finalist 2020), Monopoly Gamer (Nintendo), and Monopoly Cheaters Edition.



Global IP Design Leadership:

- Primary design lead for Pokémon and Lucasfilm, delivering game play, packaging, and components aligned with strict global brand standards and creative direction.

Design & Creative Direction

- Directed end-to-end product design from early concept through final art release, including mood boards, concept sketches, style guides, prototyping, and internal creative reviews.
- Built production-ready layouts for packaging, cards, boards, tokens, and instruction systems to ensure brand consistency and manufacturability.
- Created high-fidelity visual storytelling assets for pitch decks, licensor approvals, and executive stakeholder presentations.

Cross-Functional & Vendor Collaboration

- Partnered closely with Structural Engineers, Product Designers, Brand Writers, and Project Managers across complex development timelines.
- Directed external illustrators, 3D artists, model talent, and production vendors to deliver world-class product and marketing assets.
- Oversaw physical comps with Hasbro's model shop for executive previews and product testing.

Production & Studio Expertise

- Managed studio photography and coordinated model shoots for packaging and marketing deliverables.
- Collaborated with printing partners to review proofs, color accuracy, specialty finishes, and advanced packaging treatments.

Additional Design Experience

Aqua Leisure Industries | Avon, MA | Senior Graphic Designer

- Designed packaging systems, style guides, product graphics, and brand updates across recreational consumer product lines.
- Photographed and retouched product imagery; created print-ready layouts for marketing and sales teams.
- Partnered with Hong Kong production teams and major licensing partners.

Sirculr/AdLife | Norwood, MA | Graphic/Web Designer

- Maintained digital brand standards and online marketing materials.
- Created all promotion graphics and branding for client websites.

Stone Technologies | Woburn, MA | Lead Graphic Designer & Marketing Manager

- Produced marketing materials, dealer booklets, pricing guides, and promotional campaigns.
- Managed print production workflows and developed sales visuals.

StudentCity/GradCity.com | Peabody, MA | Graphic Designer

- Designed print and digital promotional materials for travel events and activations.
- Collaborated with MTV's Creative Group on branded assets and promotional campaigns.

NANCO (Nancy Sales Co.) | Chelsea, MA | Graphic Designer/Package Designer

- Created packaging, catalogs, and retail materials for licensed toy and pet product lines (Shrek, Madagascar, Looney Tunes, Nickelodeon)
- Produced product mockups that secured placement in Target and Petco nationwide.