

MARS LUBARSKY

ART DIRECTOR & TOY DESIGNER

CONTACT

 305 588 1700
 isaacmakes@gmail.com
 1525 Griffith Park Ave
Los Angeles CA, 90026

SKILLS

Art Direction
Team Leadership
Product Development
Brand Identity Systems
3D Modeling + Visualization
Packaging Design

EDUCATION

Bachelors of Arts - Entertainment Design
Art Center College of Design
2011-2016

REFERENCES

Carlos Ramirez - World Tech Toys

 carlos@worldtechtoys.com

Nailah Duliepre- World Tech Toys

 nailah@worldtechtoys.com

Greg Munson - Battlebots

 megagreg@battlebots.com

ABOUT ME

Creative lead with experience directing artists, establishing product vision, and developing licensed consumer products from concept to retail. Specializes in character stylization systems, collectible toy development, packaging design, and brand-building across entertainment properties. Combines strategic thinking with hands-on execution to guide projects from early ideation through production.

WORK EXPERIENCE

Art Director

World Tech Toys Feb 2025 - Current

Founded and led World Tech Toys' concept development division, establishing processes, visual standards, and creative direction for new product initiatives. Oversaw a team of three designers and spearheaded the development of collectible brands including VAULTZ and Mojis. Guided projects across character design, packaging, branding, and product development while coordinating with manufacturing and packaging teams to ensure successful execution from concept to prototype.

Senior Graphic Designer

Hamagami Carroll Mar 2024 - Feb 2025

Served as a Senior Designer within a dedicated branding team, developing logos, identity systems, and positioning concepts for entertainment properties spanning film, television, gaming, and streaming. Partnered with creative directors, strategists, and fellow designers to create brand solutions for clients including Netflix, Disney, and Warner Bros., guiding projects from early concept exploration through final presentation.

Senior Graphic Designer

Hamagami Carroll Mar 2019 - Present

Provided ongoing creative and branding for BattleBots across multiple television seasons, live events, broadcast packages, and franchise extensions. Developed event identities, broadcast graphics, environmental branding, robot iconography, and promotional materials, helping shape the visual evolution of the brand across both on-screen and live experiences. Served as Creative Director for BattleBots Destruct-A-Thon, leading the development of branding, venue graphics, marketing assets, and visual systems for the franchise's permanent Las Vegas live show.