

BETSY BAYTOS
Heavens To Betsy Productions
419 Arcade Place Glendale, CA 91206 (818) 246-9737
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SUMMARY OF QUALIFICATIONS
Character Creation and Design

- **Merchandising and Licensing**-independent proposals, style guides, and client consultation.
- **Character Development**-project coordination in developing a two- or three-dimensional product or idea for merchandising or entertainment media.
- **Production Design and Promotion**-live and recorded events including writing, directing, storyboarding, choreographing, packaging, and publicity.

CAREER HIGHLIGHTS

Feature Animation Artist
Walt Disney

‘The Rescuers’, ‘Pete’s Dragon’, ‘The Fox and The Hound’, ‘The Small One’, ‘Mickey’s Christmas Carol’ and ‘The Black Cauldron’

Animation Choreographer

Disney Feature Animation: ‘The Princess and the Frog’, ‘The Emperor’s New Groove’, ‘Pete’s Dragon’
Don Bluth : ‘Banjo the Woodpile Cat’

Character Design

Dept. of Homeland Security
The NY Ad Council

Created and illustrated mascot & other characters for ‘Ready Kids’ national ‘preparation & response’ campaign web-site & educational materials (Scholastic) .

Coca-Cola Company

Developed Polar Bears and other characters for licensing program, produced style guides and designed logo for new licensing division, “Coca-Cola Properties.”

Walt Disney Company

The Disney Channel: Created concept of new technology for radio-controlled puppetry used in *Welcome to Pooh Corner*; designed and developed *Dreamfinders* characters.

Merchandise and Licensing Division: Created and developed 1992 Goofy licensing style guide.

ABC/Showtime, Inc.

Designed and staged characters for Shelly Duvall's "Faerie Tale Theatre" including: *Rapunzel, Jack and the Beanstalk, Pinocchio,* and *The Nightingale.*

Jim Henson's Muppet Show

Created and performed Muppet’s “Betsy Bird,” (London) & puppeteer.

Illustration

Simon & Schuster Publishing

Illustrated Stephen Pollans’ How-To *Planners* series.

Web site Illustration

www.shirleymaclaine.com

Illustrated *Shirley MacLaine’s* website.

BETSY BAYTOS, continued

Original Merchandise/Logo Design

Jimmy Buffett	Designed top-selling character merchandise line for <i>Jimmy Buffett's</i> concert tours (1993-2011).
Kurt Adler New York	Created traditional Santa Christmas and the 'Picadilly Players' Snowman holiday ornament and giftware lines. (2007-2011)
Natural History Museum Los Angeles, California	Designed Logo for ' <i>Rhythms of LA</i> ' Music Concert.
Bradford Exchange	Collectible plate company. Designed series of <i>Coca-Cola</i> figurines & chess set featuring the <i>Polar Bears</i> .
Turner Entertainment	Designed logo for entertainment company and created permanent character display for California facility.
Jim Henson Muppets	Designed women's accessory concepts for <i>Miss Piggy</i> designer line.
Body Glove/Phoenix Int.	Produced product renderings and concepts for athletics, sports, and hiking footwear.
New World Television/Marvel	Designed original product presentation boards for award-winning series <i>The Wonder Years</i> .

Promotional Production and Design

Walt Disney Company	Disney Channel: Toured over 17 years as Disney spokesperson teaching interactive "Animation Workshops," promoting animated features, including ' <i>Cable in the Classroom</i> ' and other media events. Hasbro: Conceived concept design and supervised production for <i>The Wuzzles</i> promotional campaign. J. C. Hook: Produced 1950's Mickey Mouse Show, <i>Rock Around the Mouse</i> to promote apparel line
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IN DEVELOPMENT:

The Athletic Club	Unique animated sports characters with a different twist on the how to play the game.
Paw Patrol 24/7: National Fire Safety Education Program	An illustrated comic series with licensing program, including a smoke detector and night light

Betsy Baytos, continued

- Grant recipient from *Jerome Robbins Foundation* towards Lincoln Center's Performing Arts Library for Oral History Program on Eccentric dance; soon to be a two-hour feature film and book.
- Awarded the bronze medal for film spoof storyboard of *Star Trek* at the International Film and Television Festival of New York.
- Instructed master classes on character movement Cal Arts and for Walt Disney's Artist Development program.
- Conducted workshops for Orange County Teacher's Association on how to implement performing arts and visual arts into classroom curriculums through Disneyland's "Off the Canvas" program.
- Conducted animation workshops for the Disney Channel, Walt Disney Feature Animation; toured nationwide for over 17 years.

References, Portfolio, and Videotapes provided upon request.