

DEBRA A. CONTEGNI

CREATIVE COORDINATOR/SR. DESIGNER | CREATIVE PACKAGE DESIGN – CONSUMER PRODUCTS

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Introduction

Combining creativity and innovation to generate problem solving packaging

Extensive experience in packaging development, working on top consumer brands and entertainment properties. Innovative, results-driven, and creative professional, offering comprehensive experience in the design industry, specializing in branding, layout creation, packaging, and print production. Proven track record of developing innovative licensed packaging for iconic brands such as Nickelodeon, Disney, Marvel, Warner Bros., DC, Universal, and Lucas Films. Strong magazine and catalogue layout skills. Strong ability to work in a high volume, innovative and creative environment. Strong vision and time management skills to ensure the creative and strategic goals are met.

Professional Experience

CreativelyInvited.org | Bellerose, N.Y.

Owner / Designer / Production | Present

Design, Create, Assembly and Production of invitations and more for all of life's special moments. We always aim to deliver a product created with the greatest of care and highest of quality in mind.

RUBIES II, LLC. | Westbury, N.Y.

Creative Team Coordinator | December 2022 - Present

Delegate & oversee multiple aspects related to the Creative Services/Packaging Department.

- Daily communication between factories, oversea offices, company locations & management on artwork released on FTP & any production/shipping issues.
- Track all licensor packaging artwork submissions and approvals to Branding Team.
- Delegating tasks & workflow to internal Production/Packaging Design team members.
- Oversee and monitor imagery & retouching required for packaging department.
- Manage specialty assignments and additional marketing duties as they arise.
- Coordinate with Branding Team on Licensed Brands requirements, needs & requests.
- Collaborate with Global Design Director on Design Department tasks & needs.
- Mediate communication among designers, brand team, sales & management.
- Digital Asset Management of image library for internal PLM system & Sales/PD deck usage.
- Provides weekly status updates to Global Directors, management & team members.
- Gives assistance/guidance to on-staff proofreaders & Image Librarian when needed.

Senior Packaging Designer | July 2007 – December 2022

Lead the charge to infuse innovation into the packaging division of RUBIES II, LLC. Manage the design and packaging/catalogue production for Marvel, DC Comics, Nickelodeon brands, Disney, Star Wars, Private Label Brands and Generic statements.

- Create strategic direction & design packaging for Licensed Branded dress up, role-play product and accessories.
- Industry expertise in formulating customized Private Label artwork and packaging for prominent retailers including Wal-mart, Target, Toys R Us, Spencer Gifts, Amazon and more.
- Design marketing materials to support Sales team including banners, post cards, store signs and tradeshow sale sheets.
- Creation & Design of full product line catalog book design for Sales Team and Buyers.
- Produce 3D mockups of packaging for Licensor and Buyer presentations and/or approvals.
- Expertly manage and organize artwork for in-house printing operations.
- Coach new and entry-level graphic designers on design and departmental processes.
- Executes design solutions with consistency & detail in accordance with Brand Guidelines.

Franco-American Novelty Company LLC | Glendale, N.Y.

Assistant to Vice President/Assistant Art Director • Graphic Artist | May 2004 – Oct 2006

Generated innovative layout designs for merchandise catalog and packaging. Produced creative invitation designs for special events, impactful advertisements for fundraisers, benefits & charity events.

- Strong skills in producing flyers to promote product at trade shows to gain incremental business.
- Submit artwork packaging requests to Oversee offices/vendors for production.
- Coordinated sample artwork with print shops for magazine and editorial prints.
- Expertise in filling out clients' image requests for website or print formats.
- Direct all photo shoots of product for catalogue and consumer website imagery.

Education

New York Institute of Technology | Old Westbury, N.Y.

Bachelor of Fine Arts in Computer Graphics | **Honors:** Cum Laude 3.44 GPA |

Awarded: Presidential Honor List & Dean's List

Qualifications Profile

- Equipped with the ability to design and produce compelling marketing materials that ensure company profitability.
- Knowledgeable of on-site photo direction, corporate identity, logo and branding solutions; combined with competency in working under pressure, in close coordination with highly efficient teams.

- Armed with out-of-the-box techniques in acquiring new marketing strategies in alignment with industry trends.
- Effective problem solver, with hands-on “get things done” mentality.
- Proficient in using technology and digital color presses.
- Executes design solutions with consistency and detail in accordance with brand guidelines.
- Adheres to operational standards & practices-including file naming, archiving & workflow protocols.
- Understanding of packaging production as well as file preparation for print release.

Technical Acumen

Adobe Applications:	Illustrator, Photoshop, InDesign, Bridge, and Acrobat Pro
Microsoft Applications:	Word, Excel, and Outlook
Software:	QuarkXpress, FTP Software, Font Management Software, Barcode Producer, Digital Photo Downloads
Operating System:	Macintosh
To see more of my Technical Skills: CLICK HERE	

Recognition and Awards

- Rubie's Costume Co., Inc. receives Wal-mart Seasonal Vendor of the Year Award, 2016

References

References Available Upon Request