

Debra A. Contegni

PRODUCTION DESIGNER/CREATIVE COORDINATOR/SR. PACKAGING DESIGNER

Combining organization, design & creativity to generate marketing & packaging for consumer products

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CreativelyInvited.org

INTRODUCTION

Extensive experience in packaging development, working on top consumer brands and entertainment properties. Innovative, results-driven, and creative professional, offering comprehensive experience in the consumer goods, print & design industry, specializing in licensed branding, product packaging, layout creation, print production and invitation design & production. Proven track record of developing innovative licensed packaging for iconic brands such as Disney, Marvel, Lucas Films, Warner Bros., Universal, and Nickelodeon. Equipped with 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.

EXPERIENCE

CreativelyInvited.org | *Kissimmee, F.L.*

Owner / Designer / Production | Current

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.

THE WALT DISNEY COMPANY | *Lake Buena Vista, F.L.*

Part Time Cast Member, Merchandise/Sales | June 2025 - Current

Provide exceptional service while selling merchandise & creating magical memories for Guests. Create a fun & engaging experience for Guests of all ages that contributes to the success of the retail & entertainment business.

- Proactively welcome Guests while assisting with merchandise selection and providing information about products.
- Operate the POS system accurately and handling transactions effectively.
- Maintain inventory records and restock merchandise as needed.
- Arrange merchandise displays to attract guests, while maintaining brand standards.
- Keep the store or kiosk area clean and organized.
- Maintain a positive and friendly attitude towards guests and colleagues.

ORANGE COUNTY PUBLIC SCHOOLS | *Orlando, F.L.*

Print Production Assistant, Printing Services | December 2024 - Current

Provide quality print materials requested by district personnel. Prioritize & respond to print production orders in a time effective and cost efficient manner. Operate high volume equipment, as well as various other finishing tools.

- Receives, prioritize & process work orders concerning printing & binding requests from school district employees, teachers, and administrators.
- Perform & prep various high volume production equipment (digital presses, offline machinery)
- Prepare & execute completed work orders for distribution via courier or employee pickup.

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

Creative Team Coordinator | December 2022 - August 2024

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

- Daily written 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.
- Delegated 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.

Packaging Production 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, Amazon, BJ's Wholesale, Toys R Us, Spencers 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 LLC | Glendale, N.Y.

Assistant to Vice President/Art Director • Graphic Artist | May 2004 - October 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 Oversea 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.

EDUCATION

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

Bachelor of Fine Arts in Computer Graphics | September 1997 – May 2001

Honors: *Cum Laude* 3.44 GPA | **Awarded:** Presidential Honor List and Dean's List

TECHNICAL ACCUMEN

Adobe Applications:	Illustrator, Photoshop, InDesign, Bridge, and Acrobat Pro
Microsoft Applications:	Word, Excel, Teams and Outlook
Software:	QuarkXpress, FTP Software, Font Management Software, Barcode Producer, Digital Photo Downloads
Operating System:	Macintosh
Xerox Versant 180 and Versant 3100 Digital Color Press:	<ul style="list-style-type: none"> • One on One Xerox training for setup, software, machine function, job related tasks & operations, and on premises maintenance. • Management of inventory & make certain the availability of toner, paper and other materials as necessary. • Responsible for the installation of printer drivers on 35+ workstations. • Proficient knowledge in the configuration of printing machineries. • Undertook customer replaceable & serviceable repairs to reduce Xerox machine downtime. <p>Responsible to operate the digital press & setup the printing job according to company needs.</p>
Canon ImagePress C180, ImagePress C850 and ImagePress C10010VP Digital Color Press:	<ul style="list-style-type: none"> • One on One Canon training for setup, software, machine function, job related tasks & operations, and on premises maintenance. • Management of inventory & availability of toner, paper and other materials as necessary. • Proficient knowledge in the configuration of printing machineries. • Undertook customer replaceable & serviceable repairs to reduce machine downtime. • Responsible to operate the digital press & setup the printing job according to company needs.
Canon varioPRINT 140 QUARTZ and varioPRINT 6160 TITAN Digital Color Press:	<ul style="list-style-type: none"> • Print job related tasks & operations, and on daily maintenance. • Notify management of inventory & availability of toner, paper and other materials so an order can be placed. • Useable knowledge in the configuration of printing machineries. • Undertook customer replaceable & serviceable repairs to reduce machine downtime. • Responsible to operate the digital press & setup the printing job according to customers specifications.
Graphic Whizard PT335A Plus Multi:	Creasing & Impact Scoring System (used to Crease & Perforate paper stock for mockups, etc.)
Graphic Whizard FL520:	Hydraulic Paper Cutter (used to Cut large stacks of paper more efficiently)
Sterling Digibinder Plus:	Perfect Binding Machine (used to Create Perfect Bound Books/Catalogs)
Duplo DC-618:	Slitter, Cutter & Creaser System (used to Cut & Crease paper for small runs)