

Natalie Dumanian

art director

 New York, NY

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 www.design-nd.com

 linkedin.com/in/natalie-dumanian

Education

Bachelor of Fine Arts in
Packaging Design,
Fashion Institute of Technology
May 2009

Associate in Applied Science in
Display & Exhibition Design,
Fashion Institute of Technology
May 2007

Certificate in **Web Design,**
Fashion Institute of Technology
January 2012

Online Course in **The Essentials
Of Blender For Designers,**
Le Manoosh Design Academy

Creative art director with a keen luxury eye, a passion for typography, and clean tasteful design. Expert skills in design and production in the global beauty industry, including spearheading two rebranding initiatives and possessing an understanding of sustainable materials. An inspiring team leader and mentor, with exceptional cross-functional collaboration and vendor partnership skills.

Experience

Jon Michael Design Agency // October 2024- Current

Senior Art Director

Develop creative solutions across multiple platforms (branding, 2D, packaging, digital and social) that are elevated to push the boundaries of design in the beauty industry, spanning both mass and luxury categories.

- Concept innovative 3D and 2D packaging concepts to meet marketing briefs inclusive of the brand's vision, strategic goals, manufacturing and cost constraints.
- Direct the artwork execution of creative assets, from conception to final approval, ensuring timely delivery to clients or directly to vendors.
- Develop photoshoot concepts for seasonal or brand campaigns, ensuring seamless integration across all platforms, like website, email, social media, print collateral, and retail. Take full ownership of the process, from conception and pre-production to post-production, ensuring the artistic vision is flawlessly executed.

Bumble and bumble. // April 2024 - September 2024

Freelance Associate Design Director, Packaging and Visual Merchandising

Direct and oversee the design and evolution of packaging and visual merchandising with an elevated approach, while keeping to the brand's DNA.

- Concept innovative designs in line with Estee lauder's needs and market trends that are also social-ready to support the overarching brand strategy across seasonal, specialty-retail, and innovation launches.
- Focusing on sustainability, create and implement a refined and streamlined packaging refresh while establishing global guideline standards.
- Develop and execute visual merchandising strategies, guidelines, and principles that align with the brand's identity, and business objectives for specialty-multi retail channels in close partnership with the 360 campaign team, global marketing, and North America marketing partners.
- Collaborate cross-functionally with teams throughout the brand including, packaging development, marketing, and project management to ensure smooth and timely delivery of files for launches and in-store execution.
- Create and manage final layout and asset guidelines for innovation and evergreen campaigns used in visual merchandising, advertising, product photography and printed collateral.

The Outset + Beautyblender // May 2023 - April 2024

Freelance Designer

Accountable for designing and carrying out the execution of packaging, 2D, and digital assets to meet the design direction within brand, manufacturing, and cost constraints.

- Stay on top of current beauty trends while conducting innovative explorations of concepts for upcoming packaging launches.
- Create and prepare print-ready production mechanicals for vendor distribution.
- Provide guidance and consultation on packaging materials and printing techniques for launches and current packaging to ensure quality and efficiency.
- Develop and manage daily email marketing campaigns, e-commerce, and social media content files. Ensure that all digital files are properly prepared for uploading and routing through the company's digital automation platform.

COTY // January 2017 - April 2023

Senior Art Director, Fragrance Luxury Studio // January 2022 - April 2023

Enhanced the creative ideation and execution of packaging and 2D projects for the Luxury NA brand division (Calvin Klein, Tiffany & Co., and Marc Jacobs). This was

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Technical Skills

Photoshop • Illustrator • InDesign • Premiere Pro • Blender 3D • Figma • Branding & Identity • Conceptualization • Hand Comping • Production & Printing Knowledge • Project Management • Clickup & Monday.com

Soft Skills

Leadership • Time Management • Organization • Communication • Operational Effectiveness • Problem Solving

done through a strategic restructuring of the fragrance luxury studio team by assuming a pivotal role in partnering with the internal teams.

- Created innovative concepts, product designs, and renderings in line with licensor's aesthetic (occasionally requiring custom molding and tooling solutions) for new product launches, promotional programs, in-store collateral, and gifting programs.
- Partnered with the marketing teams to effectively engage and oversee external agencies throughout the conceptualization phase, ensuring streamlined workflows and faster approvals.
- Maintained shared project budgets, working closely with the marketing teams to oversee comps, 3D CAD drawings, and e-commerce sales photography.
- Managed creative output from concept to execution, including executing DTOs, maintaining color targets, and managing approvals from vendors.
- Supported the campaign and visual merchandising teams by overseeing 2D design tasks, eliminating the need to outsource to an external agency. This encompassed the creation of print and digital coefficient guidelines for product launches, as well as designing layouts for gondolas, windows, and displays.

Art Director, Philosophy //

Responsible for leading and inspiring the design team, overseeing all aspects of packaging from inception to launch across all categories (skincare, fragrance, and bath and body). Averaging 25 global launches annually, the focus was to enhance the overall design aesthetic while streamlining production timelines.

- Actively engaged the creative team in Coty's 5D process by establishing a partnership with initiative leaders, product development, and regulatory teams, thereby enhancing productivity and a reducing late DTO deliveries.
- Successfully transitioned all eCommerce sales support photography in-house by establishing and overseeing a retouching team, yielding annual savings of over \$150,000 per year.
- Implemented a project management tool that organized and streamlined the handling of multiple projects, enhancing the efficiency of programs, such as the Holiday program, which yielded an average of 90 DTOs per season.
- Successfully designed and rolled out a complete rebranding initiative and established global guidelines for both standard and seasonal packaging. Prioritizing sustainability, all materials utilized were exclusively made from recycled paper, plastic, and glass. This included the launch of "nature in a jar," the brand's first natural skincare line, which was awarded the *Sustainable Packaging Certificate* at the 2020 Paris PCD Awards.
- Further enhanced the brand's prestige by curating an expanding roster of skilled illustrators, fostering collaborations for distinctive packaging and impactful product launches.
- Owned production approval process, including overseeing prototypes/comps, establishing production benchmarks, resolving any production related challenges, and traveling for on-site press approvals to cultivate strong vendor relationships and guarantee seamless execution for product launches.

Kenneth Cole Productions // August 2015 - November 2016

Packaging & Trim Designer

Color by Number Design // March 2012 - August 2015

Graphic Designer & Comp Artist

MZBerger & Company // May 2010 - March 2012

Graphic & Product Designer (Licensed Kids Department)