

Ilana Siegel

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EMPLOYMENT

Associate Art Director Senior Designer | Junior Designer

Marlene Meyerson JCC Manhattan
Jan 2011-Present

- Team member of a fast paced in-house design department
- Conceptualize and design print and web collateral including posters, postcards, brochures, email blasts, PowerPoint templates, banners, publication ads, gifs and environmental building signage
- Develop style guide for seasonal program guides
- Manage and art direct freelancers
- Rebrands JCC's visual identity consistently across all marketing communications

Design and Web Intern

HyperGraphics | Fall 2010

- Retouched photos
- Created logos for clients
- Designed pages for iphone apps, HyperGraphics business cards
- Created video animation for website
- Actionscripted for Flash websites
- Liaison with printer
- Designed banner ads

Graphics Intern

WCBS-TV | Summer 2009

- Graphics for summer intern video
- Designed local news graphics lower thirds, over the shoulders, full screens

Design Intern

CNNMoney.com | Summer 2008

- Composed motion graphics video
- Organized CNN's image library
- Researched and edited photos

EDUCATION

BFA in Graphic Design

Purchase College, SUNY
May 2010

FREELANCE

Graphic + Digital Designer

2010-2015

Posters, Fliers, Brochures, Newsletters, Postcards, Evites, and Event Signage

CLIENTS

Hannah Senesh Community Day School,
RUSH Philanthropic, Abbey Road Programs,
The Saul and Carole Zabar Nursery School,
Purchase College

SKILLS

Photoshop
Illustrator
InDesign
After Effects
PowerPoint
Microsoft Word
Mac & Windows
HTML & CSS
Typography
Hand Lettering
Print Preparation
Social Media

AIGA member