

# ILANA SIEGEL

GRAPHIC DESIGNER & ART DIRECTOR

## CONTACT

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## EDUCATION

### BFA IN GRAPHIC DESIGN

Purchase College, SUNY May 2010

## SKILLS

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

## FREELANCE

### GRAPHIC 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

## EMPLOYMENT

### DIRECTOR OF GRAPHIC DESIGN

Queens Borough President's Office | August 2020–Present

- Created new logo and brand guide for all design materials
- Design and manage production for all print and web collateral including fliers, eblasts, social media graphics, stationery and newsletters
- Art direct part-time designer
- Manage multiple projects within design specifications, tight deadlines and budget restrictions
- Implement feedback from leadership and stakeholders to refine work
- Developed project management system for design requests
- Coordinate with outside vendors

### ASSOCIATE ART DIRECTOR

Senior Designer | Junior Designer

Marlene Meyerson JCC Manhattan Jan 2011–July 2020

- 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 visual identity consistently across all marketing materials

### DESIGN AND WEB INTERN

HyperGraphics | Fall 2010

- Retouched photos, designed banner ads, created logos for clients, designed pages for iphone apps, and designed business cards
- Animated video for website

### GRAPHICS INTERN

WCBS-TV | Summer 2009

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

### DESIGN INTERN

CNNMoney.com | Summer 2008

- Composed motion graphics video, organized CNN's image library, and researched and edited photos