

Ilana Siegel

GRAPHIC DESIGNER & ART DIRECTOR

Contact

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718.300.8205

Education

BFA in Graphic Design

Purchase College, SUNY May 2010

Skills

Photoshop
Illustrator
InDesign
After Effects
PowerPoint
Microsoft Word
Procreate
Mac & Windows
HTML & CSS
Typography
Hand Lettering
Print Preparation
Social Media
Logo Design
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
- Ensure brand consistency and quality control
- Design and manage production for all print and web collateral including fliers, eblasts, social media graphics, stationery, newsletters, logos, banners and more
- Art direct graphic designers
- Manage multiple projects within design specifications, tight deadlines and budget restrictions
- Implement feedback from leadership 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 | January 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