

# Amber Siegel

## Interactive Designer and Producer

www.renegadelemonade.com  
917.620.8425

CSS3 / HTML5	UX Design	Wordpress	MS Sharepoint
Responsive Design (code)	SASS	Style Guides	Agile
Adobe Creative Suite	Javascript	Corporate ID/ Branding	SEO

- 2011-2015     **Manager Creative Design and Production, Oppenheimer Funds**  
Manager of process, not people  
*Collaborated with Partners, Designers, Developers, Product Owners, and Marketers to manage rebrand of Corporate websites, Mobile Apps and Social Media platforms*  
*Supported corporate rebranding initiative by auditing existing visual assets vis a vis new rebrand style guides*  
*Worked with Partners, Product Owners and Creative Director to concept & produce imagery for marketing initiatives*  
*Designed and produced SharePoint-based intranet*  
*Produced wide variety of print and digital marketing materials, infographics, charts and graphs*  
*Managed requirements and cohesion of introduction of Adobe DAM among wide variety of internal partners*
- 2010-2011     **Mobile App Design, UX Design and Project Management, Calorie Count for About.com**  
Website and Email Design, HNW/Lord Abbett  
Mobile App Design and Project Management, Tigerspike  
Interactive Designer for Conferences and Special Projects, Advertising Age
- 2008-2010     **Interactive Designer and Producer, Businessweek.com**  
*Maintained schedules and deliverables of website art between Editors, Art Directors and Producers;*  
*Advised editors on SEO content techniques;*  
*Managed conversion of weekly magazine art to online format; Increased organization with documentation of design and production specs*
- 2007-2008     **Designer and Production Coordinator, Louise Blouin Media/ArtInfo**  
*Managed asset conversion for rebranding initiative; Designed and produced advertisements, websites, media kits;*  
*Coordinated Production Designers for creation of editorial site images;*  
*Created and documented production standards and style guides*
- 2005-2007     **Marketing Designer, Women's Wear Daily and Brides.com for Conde Nast**
- Previous        Design and code for Desmond Tutu Peace Foundation, Martha Stewart, CBS Survivor (reality show), Marquis Jet, Teletubbies, Mobil, Amana appliances
- Education      **New York University, BS / Business & Marketing**  
Wordpress.org at Noble Desktop Publishing, 2015  
GitHub instruction, 2015  
Advanced HTML5/CSS3 at Noble Desktop Publishing, 2014  
Adobe DAM certification from Adobe, 2014  
Agile Scrum at General Assembly, 2013  
Adobe InDesign CS6/CC at Noble Desktop Publishing, 2013  
Responsive web and mobile design at Noble Desktop Publishing, 2012