

Amber Siegel (www.renegadelemonade.com)
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Interactive Designer and Art Director

Designer and Art Director for mobile apps (iPhone, iPad, Android, Blackberry), digital ads, marketing materials and websites. Experienced with IA, UX, and seeing projects through from concept to completion. Some HTML, CSS and understanding of SEO principles.

Professional Experience (references available on request)

May 2010 - Present

Interactive and Mobile App Designer at Various Companies

Recent clients include TigerSpice, HNW, and Advertising Age.

February 2008 - Present

Freelance Interactive Designer at Advertising Age (AdAge.com)

Collaborate with Marketing and Technical staff to design several content-dynamic co-branded mini-sites. Also designed *AdAge.com* search engine search and results based on existing website design and wireframes provided. Most recently designed and created websites for the Small Agency Conference and Awards and the AdAge DIGITALWEST Conference 2011.

August 2010 – December 2010

Freelance Mobile App Designer and Art Director at About.com CalorieCount (caloriecount.about.com)

Design, Art Direction and IA on iPad, iPhone and Android apps for New York Times Company owned health and fitness website with over 2 million subscribers.

November 2008 - May 2010

Interactive Designer, Online Art Production Manager, Photo Editor at Bloomberg BusinessWeek (*Businessweek.com*) (Fulltime freelance position)

Managed schedule and production for all slideshows, the largest driver of user traffic to *BusinessWeek.com*, working with editorial staff and magazine art department. Also served as online photo editor and researcher, oversaw weekly conversion of print magazine art to web format, worked with editors to tailor editorial content into better SEO versions, and wrote documentation of production specs and procedures.

August 2006 - April 2008

Web Designer and Design Production Coordinator at Louise Blouin Media including *ArtInfo.com*, *Art & Auction* and *Gallery Guide* magazines

Worked with Senior AD to design and produce online ads, websites and media kits for art magazine properties. Oversaw team of Production Designers to create daily news and promo images for *ArtInfo.com* and related magazine websites. Managed art production process for migration of images from previous *ArtInfo.com* to redesigned version. Oversaw conversion of print magazine content to online format. Developed and wrote up production design standards, specs and procedures.

June 2005 - January 2007

Freelance Ad and Marketing Designer, Conde Nast (Women's Wear Daily, WWD.com)

Designed all web ads, print ads, online promos, postcards, email blasts and new website features in collaboration with the WWD.com marketing staff.

April 2003 – March 2006

Freelance Interactive Designer and Webmaster, Salon.com, Desmond Tutu Peace Foundation (www.tutufoundation-usa.org), and other clients

Created websites and other online collateral for a variety of clients as a designer and front-end coder.

1998 - 2004

Freelance Front-End Coder, Assorted Clients

Wrote HTML and javascript code for a variety of clients, including Martha Stewart, Survivor (reality show), Marquis Jet, the first U.S. Teletubbies site, Mobil, and Amana appliances.

Software Tools

Adobe Creative Suite (Photoshop, InDesign, Illustrator, inCopy), BBEdit, K4, FTP, Basecamp, Akamai, a wide array of CMS

Education

New York University BS in Business and Marketing