



# Israel Singer

Art Direction  
Graphic Design  
Illustration

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## SUMMARY OF QUALIFICATIONS

Art director / graphic designer / illustrator/ multimedia artist with extensive professional experience; a results-focused problem solver leveraging technical skills, art direction, project supervision, team mentoring, and a passion for visual design and its vital role in organizational success. Talents applied to a diverse set of organizations including advertising, education, broadcasting, and life sciences. Skills include designing for print, video production, still photography, and website coding with HTML/CSS.

## RECENT CAREER EXPERIENCE

### IzCreations (2011-Present)

*Art Direction, Graphic Design, Illustration, Multimedia Design*

- Working with clients to create customized logo/identity packages, print collateral, websites, and advertising
- Focused attention to detail and quality; develop visual design assets that help organizations grow
- Versed in a variety of design styles and techniques to best serve client needs

### Albany Molecular Research, Inc. (AMRI) (1999-2011)

*Graphic and Multimedia Design Supervisor.* Supervised and implemented corporate advertising, annual reports, print collateral, trade show displays, press releases, web designs, Flash content, motion graphics, videos and photography. Developed ad concepts and copy, directed photo shoots; produced and edited audio; supervised and mentored graphic designers and web assistants.

- Worked with scientific and support departments in designing customized visual communications assets
- Conceived and implemented visual design for annual reports from 2000 through 2009
- Designed and implemented global branding
- Supervised development of corporate ad campaigns, contributing to heightened global profile
- Contributed campaign designs for trade shows and targeted customer events
- Created targeted videos promoting key corporate technologies

## ADDITIONAL EXPERIENCE

### Key Services, Albany, N.Y. (1996-1999)

*Computer-Based Training (CBT) Developer.* Created interactive computer-based training programs for branch tellers and customer relationship managers.

- Developed course interfaces targeting end users
- Created customized navigation, graphic elements, illustrations and animation for heightened effectiveness
- Designed packaging and promotional materials to support program delivery



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## **Professional Development Program of Rockefeller College, Albany, N.Y.**

*Graphic Designer/Computer-Based Training Developer.* Designed brochures, ads and CBT course interfaces; contributed illustration and photography.

- Worked closely with internal and external providers in developing collateral materials
- Designed and manned trade show displays at annual State Fairs
- Co-presented at seminars promoting CBT technologies

## **WRGB TV-6, Schenectady, N.Y.**

*Assistant Art Director.* Designed promotional, public service and on-air graphics using traditional media and desktop publishing.

- Designed and constructed signage and on-air sets for locally televised programs
- Developed sales print collateral contributing to station ad revenue
- Created on-air still graphics for station ad buyers, as well as public service announcements
- Served as occasional on-air acting talent promoting station programming

## **Van de Car, Deporte, and Johnson Advertising, Albany, N.Y.**

*Graphic Artist.* Print collateral design and illustration.

- Contributed creative assets for clients such as Norstar Bank, Blue Cross, and Sealy Mattress Company.
- Directed freelance artists, interns, and photographers
- Contributed design for numerous client pitches
- Created award-winning design (Special Olympics poster)
- Supervised key print press runs to ensure quality

## **EDUCATION**

University at Albany, SUNY, and SUNY College at Buffalo (Bachelor of Science in Graphic Design).

- Undergrad coursework in fine arts, advertising design, illustration and photography
- Achieved Dean's list with 3.4 GPA
- Completed Corporate Supervisory Leadership Training at Albany Molecular Research, Inc.

## **PROFESSIONAL MEMBERSHIPS**

Graphic Artists Guild; Rensselaer County Regional Chamber of Commerce.

## **SOFTWARE PROFICIENCY**

Adobe Creative Suite, Final Cut, Microsoft Word/Excel/Powerpoint, Sony Sound Forge.