

**Dena Seigel**

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My husband and I moved to Palm Beach from New York City 9 years ago. I had just stopped working as a design director in the Cosmetic Industry and I felt I needed to contribute to my new community. Because of my love of art, I volunteered at the Norton Museum of Art. While there I was asked by the Associate Curator of Education to apply to become a Docent. I have been one for the last 5 years and I am now the Chair of the Docent Advisory Council. In my capacity as Chair I interface with the Curatorial staff and Director.

During my schooling to become a Docent I was also the Vice President of our Condo Board. This position lasted 2 years. My years working in corporations came in handy in dealing with the problems we faced as a community.

Prior to moving to Palm Beach, I was a Design Director for many cosmetic companies such as Estee Lauder, Revlon, Calvin Klein, Aramis and Avon. My staff and I were responsible for all packaging, both primary and secondary for all the brands. We also designed all the promotional items for each brand. Our responsibilities extended through implementation and manufacturing of all components.

At the midpoint in my career I opened my own graphic design studio. I employed a multi-disciplinary team where we were able to produce product lines from concept through manufacturing. This included brand concept, design and implementation of all packaging and product development through all manufacturing.

I closed my studio in 2003 and I became Design Director for Bath and Body Works. At the time I was hired the goal was to gentrify a brand that was losing market share. The idea was to create a modern apothecary. With that goal in mind my team and I developed many new brands for this concept and implemented all of them.

My vast experiences have allowed me to flourish in my many endeavors.