

SHANE LEVINE

Creative Lead | Brand Identity

917-407-6954 - Shane@LevineCreative.com

New York Metro

[LinkedIn](#)

SUMMARY

Senior Creative Lead and Packaging Design Specialist with extensive experience developing consumer brands, packaging systems, retail experiences, and marketing assets across beauty, wellness, consumer electronics, apparel, lifestyle, and CPG categories. Hands-on designer and creative problem solver with expertise translating product strategy into market-ready packaging, visual systems, and brand experiences that strengthen consumer engagement, retail execution, and portfolio growth. I remain actively involved in concept development, design execution, presentation, and production across all phases of creative development.

CAREER HIGHLIGHTS

- Concepted and designed packaging systems, visual architectures, and brand standards supporting product portfolios, expansion programs, and new product launches across multiple consumer categories.
- Managed cross-functional teams, external vendors, photographers, and production partners throughout the creative development process.
- Delivered packaging systems, visual standards, and marketing assets supporting product portfolios across beauty, personal care, apparel, lifestyle, and consumer electronics brands.

DESIGN & STRATEGY

Packaging Design • Brand Identity • Visual Design • Production Artwork • Packaging Systems • Retail Marketing • SKU Architecture • Retail & PDQ Displays • Environmental Graphics • Product Storytelling

TECHNICAL & TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign) • Typography • Dielines • Mock ups • Retouching • PowerPoint • AI Tools • AI-Assisted Creative Development

SELECTED CLIENT WORK

- **Adidas** | 2022 Designed and Created catalog for Clothing & Accessories company.
- **Burton** | 2022 - 23 Created store window visuals for Q1 & Q2
- **Vivitar** | 2022 New brands development, logos & packaging concepts.
- **Colgate-Palmolive** | 2017 Soft soap & **Irish Spring** brands line extensions.
- **Vineyard Vines** | 2017 Campaign of e-commerce & OOH display.
- **L'Oréal / Garnier / Fructis / H.I.P.** | 2007 - 12 Mentored for Team Rutgers for **L'Oréal's Brandstorm** competition building a product line & campaign; Finished to 2nd place.
- **Coty** | 2008 - 12 **Beyoncé** fragrance extension; **CK Free & CK One Shock** new fragrance launch and branding for marketing and retail.
- **Maybelline** | 2012 New product developments from concepts to retail.
- **John Frieda** | 2010 New product developments from concepts to retail.
- **Jurlique** | 2006 New product developments from concepts to retail.
- **Revlon** | 2004 Modernized Collateral, Packaging & Visual Display for the **ALMAY** brand.

EXPERIENCE

Creative Lead | Levine Creative

2002 -Present

- Directed packaging, brand identity, retail marketing, and e-commerce creative for consumer brands, translating product strategies into market-ready brand experiences.
- Developed packaging systems, visual architectures, and brand standards. Directed product portfolio initiatives, expansion programs, and new product launches across multiple consumer categories.
- Directed multidisciplinary teams including designers, marketers, product managers, photographers, vendors, and production partners through concept development, production, and retail launch.

Senior Packaging Designer | Argento Brands

2023 - 2024

- Led end-to-end packaging development from concept through production, creating retail-ready packaging, brand assets, and production artwork for new product initiatives.
- Developed packaging systems and visual frameworks that strengthened brand consistency and improved communication across product portfolios.
- Partnered with product, marketing, and production teams to refine information hierarchy, streamline workflows, and accelerate speed-to-market.

Senior Art Director | FCB Health / IPG

2022 - 2023 - Remote Contract

- Developed consumer-facing brand and campaign materials within highly regulated healthcare and wellness environments.
- Navigated legal, medical, and stakeholder review processes while maintaining creative quality, message clarity, and compliance standards.
- Collaborated with cross-functional teams to deliver accurate, consumer-focused communications across multiple campaign initiatives.

Senior Design Manager | FESCO Electronics

2018 - 2021

- Directed packaging, retail display, and marketing creative across consumer electronics product lines.
- Managed creative workflows for product launches, SKU expansions, and retail programs while coordinating internal teams and external production partners.

EDUCATION

San Francisco Art Institute | Bachelors of Fine Arts & Minor Sculpture

Kansas City Art Institute | Foundations of Fine Arts

Parsons School of Design | Illustration and Design