

Shane Levine

Details

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New York, NY 11385
Shane@LevineCreative.com

Online Portfolio

LevineCreative.com

[Linkedin Profile](#)

Skill Sets

Adobe Creative Suite
Microsoft Power Point
Figma (intermediate)
Microsoft Office
Microsoft Teams
APPLE OS & Windows OS

Corporate Identity
Brand Expression
eCommerce design
Package Design
U/I Front End Design
Layout and Typography
Catalog and Publication
Print Quality Control
Visual Display and Store Design
Experiential Design and OOH

Pitch Design and Presentation
Client Engagement
Conceptual Development
Creative Strategy and Research
Creative Adaptability
Creative Project Planning
Leadership and Teamwork
Foreign Manufacturing

Education

Parsons

New York, NY
Design and Illustration

Kansas City Art Institute

Kansas City, MO
Design and Art Humanities

San Francisco Art Institute

San Francisco, CA
Bachelor of Fine Art
Design and Art

Profile

Shane brings a rich and varied background in Marketing, Packaging, and Advertising, coupled with a dedication to creative problem-solving. He has contributed his expertise to renowned companies and brands such as Colgate Palmolive, Burton, Adidas, L'Oréal, Vineyard Vines, GSK, Revlon, Botox, Calvin Klein, and Maybelline. Shane excels in managing comprehensive campaigns and nurturing the development of designers. Renowned for his strong work ethic, ability to thrive under pressure, and collaborative must do attitude.

Full Time Engagements

Argento Brands, NYC - Packaging Designer / November '23 - April '24

- Design personal care packaging to effectively convey brand identity and product details.
- Crafted from inception to completion, collaborating closely with store buyers and marketing teams to ensure brand alignment. Mentoring junior designers, fostering their professional growth and skills. (Portfolio samples upon request)

• FCB Health: IPG, NYC - Freelance / Senior Art Director / March - July '22

- Developed and designed digital and printed visual concepts for various Healthcare related projects, including pitches, marketing collateral, patient and care giver education materials.
- Collaborated with the creative project managers and design teams working on scheduling as well as to ensure project alignment with brand strategies.
- Played a pivotal role in guiding and supporting junior designers to facilitate their skill development.

FESCO Electronics, NYC - Senior Graphic Design Manager / 2018 - '21

- Designed packaging to effectively communicate brand messages and products to consumers.
- Collaborated with the creative team to ensure project alignment with brand strategies and Big-box buyers needs.
- Led the design process in close collaboration with marketing and product teams to align with brand strategies.
- Mentored junior designers to aid in their professional growth and skill development.

Diadeis, NYC - Art Director / 2017 - '18

- Developed visual concepts for eCommerce projects, ensuring alignment with brand strategies and Marketing direction. Designed tiles for Amazon, Walmart, Facebook and, Instagram
- Created visually appealing and effective designs to drive sales and enhance brand awareness.

Consulting Engagements

Ezgo Brands, Remote : Overseeing design for lifestyle brand startup. / '24 - Present

Adidas, Remote : Designed 72 page catalog for Adidas clothing and accessories. / '22

Burton Snowboards, Remote : Design store windows visuals for Q3 and Q4 for 2023. / '22

Vivitar, NYC : Created new brands, redesigned logo and packaging concepts for preexisting. / '22

Colgate-Palmolive, NYC : Redesigned extension line for Soft-soap and Irish Spring. / '17

Vineyard Vines, CT : Launched a AD campaign with eCommerce and OOH. / '17

BYTECH Int., NYC : Directed design teams, for multiple electronic consumer brands. / 2012 - '17

Coty, Béyonce, NYC : Redesigned line extension for the celebrities' fragrance. / '12

L'Oréal, Maybelline, NYC : Created NPD packaging and launched package designs. / '12

L'Oréal, Garnier, NYC : Launched and maintained products for Garnier, and Fructis. / '12

L'Oréal, NYC : Mentor Brand designers | Team Rutgers | Brandstorm National Competition. / '11

L'Oréal, NYC : Launched a variety of product lines for HIP, L'Oréal USA. / 2007 - '11

John Frieda, CT : Managed designers and created product lines from NPD to launch. / '10

Coty, CK, NYC : Branding and Marketing design for CK Free and CK One Shock launch. / 2008 - '09

Jurlique Global, NYC : Modernized branded Collateral and Package design. / '06

ALMAY, Revlon, NYC : Design and Launched package along with complimenting visual displays. / '05