

# SHANE LEVINE

Senior Art Director / Senior Design Manager

## ◦ DETAILS ◦

Ridgewood, NY 11385  
917 - 407 - 6954  
Shane@LevineCreative.com

## ◦ LINKS ◦

[Portfolio](#)  
[Linkedin](#)

## ◦ SKILLS ◦

Concept Development  
Creative Strategy  
Design Research  
Creative Adaptability  
Hands on Design  
Leadership and Teamwork  
Presentation and Communication  
Client Engagement  
Ability to Work Under Pressure  
Ability to Multitask  
Branding & Identity  
Corporate Identity  
Package Design  
Personal & Beauty Goods  
Consumer Product Goods  
Private Label & Licensed Products  
Catalog & Publication Design  
Experiential Design  
Layout & Typography  
QC, Print & Packaging  
APPLE OS  
Windows OS  
Microsoft Office  
Teams  
Adobe Creative Suite  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

## ◦ PROFILE

Senior Art Director / Senior Design Manager well rounded and a professional team player dedicated to continuing strategic creative pursuits at a professional level. I have worked for companies like L'Oréal, John Frieda, Vineyard Vines, Botox, Glaxo Smith Kline, Revlon, and Colgate-Palmolive. I have as well consulted for a list of brands that includes Calvin Klein, ALMAY, and Maybelline. My extensive experience has allowed me to successfully work and manage a wealth of diverse projects including Brand Design, Package Design, CPG, Fragrance, Private Label & Licensed Products, Merchandising, Experiential Design, 360 Campaigns, E-COM, Social Media, and Digital Design. A leader/team player who works well under pressure, who exudes positivity.

## 📁 EMPLOYMENT HISTORY

### ◦ Senior Art Director (Contract) at FCB, Yuzu Yello, NYC

2022 — Present

- Manage day to day art responsibilities of the the assigned brands collaborating with Copy, Account and Strategy.
- Attend internal status meetings, project kick-offs, and responsible for ensuring all projects are completed on time and in accordance with the project brief.
- Recently won a pitch with Astra Zeneca for SCLC
- Brands include Botox, Duopa & Zynlota

### ◦ Creative Consultant at Levine Creative, NYC

2020 — 2022

- **Planet Barbecue:** Author & TV personality, James Beard awarded Chef Steven Raichlen, E-commerce brand and product line. Create and maintain Logo design, Color systems, Package design, Web Presence, Social Media, Print Collateral for this developing brand.
- **VertAtlas:** 3D creative fulfillment company, the projects are based upon VR retail solutions for the metaverse and Virtual 3D solutions for Real Estate, Construction, and Remodeling companies.

### ◦ Senior Design Manager at Foto Electronics, NYC

2018 — 2021

- Supported the Creative director and led a team of designers servicing five licensed and private label electronic brands.
- Conceived and built new product line extensions, design systems, presentations, for point of sale, retail and trade shows.
- Managed group tasks and outsourcing of work as necessary, including photography, web presence, production, and foreign fulfillment manufacturers.

### ◦ Art Director (Contract) at Diadeis, NYC

2017 — 2018

- Developed and executed creative concepts for Fortune 50 corporations.
- Collaborated closely with company marketing departments on developing and executing revamped brand identities in the E-Commerce and Social Media space.
- Designed consistent visual language for packaging and other brand communications.

### ◦ Design Director at BYTECH International, NYC

2012 — 2017

- Led a team of designers servicing nine licensed and private label electronics brands for big box stores.
- Conceived and built new product line extensions, design systems, presentations, for point of sale, retail, and C.E.S. booth and trade shows.
- Managed group tasks and outsourcing of work as necessary, including photography, web presence, production, and foreign fulfillment manufacturers.

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### ◦ Art Director / Senior Designer at L'Oréal, NYC

2007 — 2011

- L'Oréal corporation providing Creative services as needed.
- L'Oréal USA, NYC | Brandstorm National Competition '11 | Mentor Designer
- **L'Oréal USA**, NYC | Designer, New Product Development & Package Design
- **Maybelline**, NYC | Art Director, New Product Development & Package Design
- **Garnier**, NYC | Senior Art Director, **Garnier**, **Nutritioniste** and **Fructis**

### ◦ Senior Designer at John Frieda, Stamford, CT

2006 — 2007

- Managed three designers to produce and maintain a global re-brand.
- Rendered new product lines and developed new packaging for the Hair Care Group. Worked with all teams and vendors to conceive new component shapes and printing processes.
- Worked with Marketers, Copywriters to produce working copy, for focus groups, and Consumer User Tests.
- Managed outsourcing services, developing web pages, retouching, comping, and presentations.
- Managed printers and vendors for press runs and sales presentations.

### ◦ Senior Designer at ALMAY, Revlon, NYC

2004 — 2005

- Worked alongside the marketing department to develop and render Almay's new identity.
- Designed complimenting POP, Circ-ads, FSI and exhibition booth displays.
- Managed outsourcing services, developing web pages, retouchers, comping, and presentations.

## ★ CONSULTING ENGAGEMENTS

- **Colgate-Palmolive**, NYC | Sr. Designer, Soft-soap and Irish Spring
- **Vineyard Vines**, CT | Art Director, E-comm and Ad Campaigns
- **Coty**, NYC | Art Director, Béyonce Fragrance
- **Calvin Klein**, NYC | Sr. Designer, Calvin Klein and CK One "Shock"
- **MACY'S**, NYC | Sr. Designer, Visual Merchandising Dept.
- **Jurlique Global**, NYC | Sr. Designer, Company Redesign
- **Victoria's Secret**, NYC | Visual Designer, E-comm and Front End Visual Design

## 🎓 EDUCATION

- **Parsons**, NYC  
Visual Design Communications & Fine Art Illustration
- **Kansas City Art Institute**, Kansas City, MO  
Fine Art Fundamentals & Humanities Studies
- **San Francisco Art Institute**, San Francisco, California  
Interdisciplinary Sculpture & Mixed Media