

Shane Levine

www.LevineCreative.com

DETAILS

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[Linkedin Profile](#)

SKILL SET

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

Corporate Identity
Brand Expression
eCommerce design
U/I Front End Design
Layout and Typography
Package Design
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 Comm. and Fine Art

PROFILE

Shane has a diverse background in Marketing, Packaging, and Advertising, and has invested time, focus, and a creative problem-solving approach in the field. He has worked for well-known companies and brands such as Colgate Palmolive, Burton, Adidas, L'Oréal, Vineyard Vines, GSK, Revlon, Botox, Calvin Klein, and Maybelline. Shane is skilled at managing 360° campaigns and mentoring designers. He is known for his strong work ethic, ability to work effectively under pressure, and being a team player with a "can-do" attitude.

FCB Health: IPG, NYC • Senior Art Director / 2022 - Present

- My responsibilities include developing and implementing visual concepts for a variety of Healthcare related projects, including marketing campaigns, patient education materials, and corporate communications.
- Working closely with the creative team to ensure that all projects are aligned with the brand's overall strategy and meet the needs of the target audience.
- Playing a key role in managing and mentoring junior designers, providing guidance and support as needed to help them develop their skills and grow in their careers.
- Overall, my role is to create visually appealing and effective designs that help to communicate important Healthcare information and promote the brand in a positive light. (Samples upon request)

Levine Creative, NYC • Creative Consultant / 2000 - '22

- PlanetBarbecue.com : 360° Creative consulting.

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

- Responsible for creating packaging designs that effectively communicated the brand's message and products to the consumer.
- Led the design process from concept to final execution, working closely with the marketing and product teams to ensure that the packaging aligned with the brand's overall strategy.
- Played a key role in managing and mentoring junior designers, providing guidance and support to help them develop their skills and grow in their careers.
- My goal was to create packaging designs that were both functional and aesthetically pleasing, helping to drive sales and increase brand awareness for the company.

Diadeis, NYC • Art Director / 2017 - '18

- Developed visual concepts for a variety of eCommerce projects, including online marketing campaigns, product pages, and email marketing.
- Worked closely with the creative team to ensure that all projects were aligned with the brand's overall strategy and met the needs of the target audience.
- My role was to create visually appealing and effective designs that helped to drive sales and increase brand awareness for the company.

CONSULTING ENGAGEMENTS

Adidas, Remote • Art Director | Created a catalog for Adidas merchandise. / 2022

Burton Snowboards, Remote • Sr. Designer | Visual merchandising store windows. / 2022

Vivitar, NYC • Art Director | Created brands and redesigned Logo and Packaging concepts. / 2022

Colgate-Palmolive, NYC • Sr. Designer | Redesigned extension line for Soft-soap and Irish Spring. / 2017

Vineyard Vines, CT • Art Director | Launched eCommerce and OOH campaign. / 2017

BYTECH Int., NYC • Design Director | Orchestrated packaging design team for multiple brands. / 2012 - '17

Coty, NYC • Art Director | Béyonce, NPD, Redesigned fragrance line extension. / 2012

Maybelline, L'Oréal, NYC • Art Director | Launched package design and created NPD packaging. / 2012

Garnier, L'Oréal, NYC • Sr. Art Director | Launched and maintained products for Garnier, and Fructis. / 2012

L'Oréal, NYC • Mentor Brand designer | Team Rutgers | Brandstorm National Competition / 2011

L'Oréal, NYC • Art Director and Sr. Designer | Launched certain products lines / 2007 - '11

Calvin Klein, NYC • Sr. Designer | Branding and marketing design for CK Free and CK One Shock launch.

MACY'S, NYC • Sr. Designer | Created Visual merchandising and Floor strikes on 34th Street store.

Jurlique Global, NYC • Sr. Designer | Modernized branded Collateral and Package design.