

Shane Levine

Creative Director | Packaging & Systems | Brand Identity

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PROFILE:

Creative Director with more than 30 years of experience building packaging systems, brand identities, retail programs, and product launch materials for consumer brands. Work spans CPG, beauty, wellness, healthcare, food, lifestyle, electronics, and retail. Focused on packaging that helps products read clearly, earn trust, stand out at shelf, support sales teams, and scale across SKU's and markets.

BRAND EXPERIENCE:

L'Oréal	Revlon	Vineyard Vines	Jurlique
Garnier	Calvin Klein / Coty	Adidas	Almay
Maybelline	Glaxo Smith Klein	Burton	FCB Health / IPG
Colgate-Palmolive	John Frieda	Diadeis	Planet Barbecue

Levine Creative

Founder and Creative Director
1989 to Present

Lead packaging, brand identity, retail creative, product storytelling, ecommerce presentation, and campaign development brands.

- Built packaging systems and brand standards for consumer product lines across several retail categories.
- Created visual systems for product families, SKU's extensions, launch programs, and brand refresh work.
- Directed packaging hierarchy, information design, retail communication, and sales facing materials.
- Managed designers, freelancers, vendors, photographers, production partners, and outside teams.
- Kept packaging, sales collateral, digital assets, retail materials, and marketing aligned across touchpoints.

Argento Brands

Senior Packaging Designer
2023 to 2024

- Developed packaging concepts and production ready design assets.
- Translated product ideas into layouts, dielines, and shelf facing brand assets.
- Refined on pack hierarchy to improve product clarity and brand consistency.
- Worked with product teams to balance creative direction with production needs.

FCB Health / IPG

Freelance Senior Art Director
2022 to 2023

- Created brand and campaign materials within a legal, medical, and stakeholder review process.
- Balanced creative direction with message clarity, consumer trust, accuracy, and compliance needs.
- Built experience in claims sensitive categories connected to wellness, consumer health, and regulated CPG.

FESCO Electronics

Senior Graphic Design Manager
2018 to 2021

- Directed packaging, retail display, and marketing creative across consumer product lines.
- Managed creative workflow across SKU's and product families.
- Supported product launches through packaging, sales materials, retail assets, and campaign materials.
- Standardized packaging, marketing collateral, and digital assets across product lines.

CORE SKILLS:

Packaging systems	Retail packaging	Sales collateral	Production coordination
Brand identity	Visual hierarchy	Regulated CPG	Adobe Creative Suite
SKU architecture	Point of purchase	Vendor direction	Ai Assistance

POSITIONING STATEMENT:

I help regulated consumer product brands turn packaging into a business asset. The work needs to read clearly at shelf, build consumer trust, support sales teams, and stay consistent across retail, digital, sales, and brand touchpoints.