

---

## Marc Levitt

Creative director

## Contact

Email: [m@marclevitt.design](mailto:m@marclevitt.design)

Web: <http://marclevitt.design>

Phone: +1 917-744-1856

---

## Employment

Freelance

Chanel, Comcast, Joico, Pepsi, MSLK, and various personal clients

New York, Spring 2017–Present

MSLK

Co-Founder, Creative Director

New York, Fall 1998–Spring 2017

Nestor Stermole

Art Director

New York, Fall 1999–Fall 2004

Chermayeff & Geismar Inc

Designer

New York, Summer 1996–Fall 1999

Drentell Doyle Partners

Intern

Summer 1995

## Education

The University of the Arts,

Philadelphia College of Art & Design

BFA, Graphic Design

Fall 1996

## Expertise

Accomplished creative director with 20 years of concepting, directing, and managing creative initiatives

A bold, minimal approach to branding and problem-solving

Extensive background servicing consumer, retail, corporate, and emerging brands

Complete knowledge of brand identity, print design, packaging design, digital and social media

Leader of both design and large client teams through the entire design process

---

## Skills

Adobe Creative Suite, instructor-level  
HTML and CSS, basic knowledge  
Brand architecture  
Brand guidelines development  
Brand identity systems  
Brand voice conceptualization  
Budgeting for project fees and production  
Copy direction  
Digital design  
Employee management  
Logo design  
Macintosh computer networking  
Management of an 8-person studio  
Naming  
Photo editing  
Presentations to C-level executives  
Print communication  
Print production supervision  
Qualitative testing  
Quantitative testing  
Typeface identification  
SEO Strategies for natural search  
UX and UI  
Vendor procurement  
Visual audits  
Web development supervision

## Organizations

Spark Design Professionals  
Co-founder & Board Member  
2003–Present

AIGA  
Member  
1996–2014

New York City College of Technology, Advertising Design & Graphic Arts  
Advisory Commission Member  
2012–2014

## Marc Levitt

Creative director

## Contact

Email: [m@marclevitt.design](mailto:m@marclevitt.design)

Web: <http://marclevitt.design>

Phone: +1 917-744-1856

## Awards & Publications

### 2017

Award: *GD USA*, American Graphic Design Award.  
Project: NY Sailing Center

### 2016

Award: *GD USA*, American Graphic Design Award.  
Project: Avivi Beauty Packaging

Avivi Beauty packaging featured in the March/April issue of *Communication Arts*

### 2015

Award: Type Directors Club, Certificate of Typographic Excellence.  
Project: Alkemist Labs

Alkemist Labs Brand Identity featured in the March/April issue of *Communication Arts*

### 2014

Award: *GD USA*, American Graphic Design Award.  
Project: Sparkle Collagen Packaging

### 2012

Article citation: *Atlantic Magazine* Zweig, David: "What Do Fact Checkers and Anesthesiologists Have in Common?"  
April, 2012

Award: *GD USA* American Packaging Design Award:  
Wigwam Performance Sock Packaging

### 2011

Award: AIGA Making the Case: Pigment identity  
Award: AIGA Making the Case: Watershed project

### 2010

Book: Li, Jeff. *Magic Branding*. Wanchai, Hong Kong: Designerbooks, 2010 (Pages 262-263)

Book: Klanten, Robert and Hübner, Matthias. *Urban Interventions: Personal Projects in Public Places*. Berlin, Germany: Gestalten, 2010 (Pages 202-203)

Magazine: Benun, Ilise. *How Magazine*, "The Marketing-Smart Website"  
October 2010

Television: NY1: Arts Report Feature on "Take-Less"

### 2009

Published article: Levitt, Marc "7 Proven Tips For a Successful Web Site Redesign," *Business Management Daily*, online magazine,  
March 3, 2009

Article: "Urban Tumbleweeds Debuts in Desert,"  
*GDUSA*

Article: "Retool to Lift Your Firm", *Investor's Business Daily*, January 15, 2009

Award: AIGA's (Re)designAward. Second Place in the Sustainable Design category

Book: Praquin, Marc. *MyOwnBusinessCard*. Barcelona, Spain: Index Books, 2009 (Page 204)

Book: "MEISHI Little Graphic Art Gallery," International Creators' Organization, 2009

### 2008

Book: Ed. Ford, Rob and Weidemann, Julius. *Guidelines for Online Success*. Cologne, Germany: Taschen, 2008 (Pages 48-49)

Television Feature: NY1: Arts Report Feature "Artists Find Beauty in Plastic Bags" August, 7, 2008

Article: *Dynamic Graphics Magazine*: "Type that Stands Out" April/May, 2008

Award: *GD USA*, American Graphic Design Award.  
Project: Kristine Foley Photography

Award: *GD USA*, American Graphic Design Award.  
Project: Wigwam Mills

### 2006

Award: FWA Site of the Day: M Studio

Book: Eldridge, Kiki. *1000 Bags, Tags & Labels: Distinctive Designs For Every Industry*. Gloucester, MA: Rockport Press, 2006 (Pages 123, 137, 164)

Award: International Academy of Digital Arts & Sciences, Official Honoree of Annual Webby Awards.  
Project: M Studio

Feature: *GD USA* "People To Watch in 2006" January

### 2005

Award: *GD USA*, American Graphic Design Award.  
Project: Kristine Foley Photography

Award: *GD USA*, American Graphic Design Award.  
Project: Redken 5th Avenue NYC

### 2004

Award: *Communication Arts*, Award of Excellence.  
Project: MHS Reunion

Award: Type Directors Club, Certificate of Typographic Excellence. Project: MHS Reunion

Award: *GD USA*, American Graphic Design Award.  
Project: LMCCE

Award: *GD USA*, American Graphic Design Award.  
Project: MHS Reunion

Award: *GD USA*, American Graphic Design Award.  
Project: Thirsty / Thirty

Award: *GD USA*, American Graphic Design Award.  
Project: VMFA

Award: *GD USA*, American Graphic Design Award.  
Project: Xerox (2004)

Award: *GD USA*, American Graphic Design Award.  
Project: Xerox (2003)

Award: PDN/Nikon Self-Promotion Awards, 2nd place in New Talent Category. Project: Kristine Foley Photography

### 2003

Award: *Print* Regional Design Award, Certificate of Excellence. Project: Elseware

Award: Mohawk Show, Top Finalist. Project: Coban/Lilien website

### 2001

Award: *GD USA*, American Graphic Design Award

### 1999

Award: Mohawk Annual Report Collection., Outstanding Achievement Project: American Museum of Natural History's 1999 Annual Report