
Marc Levitt

Creative director

Contact

Email: m@marclevitt.design

Web: <http://marclevitt.design>

Phone: +1 917-744-1856

Employment

Freelance
MSLK and 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 conceiving, 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

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Awards & Publications

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: Figment 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: Caban/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