
Marc Levitt

Creative director

Contact

Email: 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 over 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

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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 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: Official Honoree of Annual Webby Awards.
Project: Friend & Johnson website

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

Profile in Book: Zweig, David. *Invisibles*. New York, NY,
Portfolio/Penguin, 2014 (Pg 18n, 51–52, 180, 199, 223)

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: Fimment 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 Manage-
ment Daily*, online magazine, March 3, 2009

Article Feature: "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 (Pg 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 (Pg 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 (Pg 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 Typograph-
ic 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., Out-
standing Achievement Project: American Museum of
Natural History's 1999 Annual Report