
MARC LEVITT

Creative Director

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PROFILE

Dynamic creative team leader, whose highly collaborative approach draws from research, strategy, and experience.

- Builder of brands with wit and beauty
- Implementer of clear design processes
- Former partner of a successful design agency
- Founder of a nonprofit design business organization
- Transformer of teams in need of revitalization
- Creator of award-winning packaging
- Planner of effective digital strategies
- Visualizer of engaging campaigns
- Writer of clever headline copy
- Designer of the Showtime logo

EMPLOYMENT

MSLK

Interim Creative Director

New York, Summer 2021–Present

Team leader on all creative projects, contributing designer, while also training and onboarding new hires.

Anecdote

Creative Director

New York, Spring 2018– Summer 2021

Lead a seven person team through strategic and creative development, marketing, copywriting, and production for a diverse client roster with 360° branding, packaging, digital, and advertising.

Marc Levitt Design

New York, Spring 2017–Present

Freelance design projects for select clientele.

MSLK

Co-Founder, Creative Director

New York, Fall 2004–Spring 2017

Oversaw a team of nine through numerous award-winning beauty branding and packaging projects using a finely-honed strategic creative process. Directly helped Redken triple their sales over a six-year period (while reducing production costs by 50%) through my team's redesign of their #1 sales tool.

EXPERTISE

Brand architecture
Brand audits
Creative process & procedure
Design team assembly
Digital marketing campaigns
Naming
Packaging systems
Photoshoot planning and execution
Press run oversight
Rebranding
Research — qualitative & quantitative
UI/UX
Video shoots
Website development

SELECT CLIENTS

American Museum of Natural History
Johnson & Johnson
L'Oreal
Lunchbox Wax
Mobil
Ouidad
Pepsi
Showtime Networks
Tumi
Uber
The Wall Street Journal
Wigwam Mills

EDUCATION

The University of the Arts

Philadelphia College of Art & Design
BFA, Graphic Design

ORGANIZATIONS

Spark Design Professionals

Co-founder & Board Member Emeritus
2003–Present

New York City College of Technology

Advertising Design & Graphic Arts
Advisory Commission Member
2012–2014

AWARDS

AIGA Making the Case

Project: Figment Brand Identity
Project: Watershed Project

AIGA (Re)design Award

Sustainable Design Category, 2nd place

Communication Arts

Award of Excellence
Project: MHS Reunion

FWA Site of the Day

Project: M Studio

GD USA, American Graphic Design Award

Project: Avivi Beauty Packaging
Project: Kristine Foley Photography
Project: LMCCE Catalogs
Project: MHS Reunion Invitation
Project: NY Sailing Center
Project: Redken 5th Avenue NYC
Project: Sparkle Collagen Packaging
Project: Thirsty / Thirty logo
Project: VMFA Invitation
Project: Wigwam Mills Branding
Project: Wigwam Mills Packaging
Project: Xerox Annual Report

Mohawk Annual Report Collection

Outstanding Achievement
Project: American Museum of Natural History

Mohawk Show

Top Finalist
Project: Caban/Lilien wedding invitation

Print Regional Design Award

Certificate of Excellence
Project: Elseware

Type Directors Club

Certificate of Typographic Excellence
Project: Alkemist Labs Brand Identity

Certificate of Typographic Excellence
Project: MHS Reunion Invitation

Webby Awards

Official Honoree
Project: Friend & Johnson Website

Official Honoree

Project: M Studio Website

SELECT PUBLICATIONS AND FEATURES

Book feature: Cohen, Emily. *Brutally Honest: No Bullshit Strategies To Evolve Your Creative Business*. (East Brunswick, NJ: Bookseller's Daughter, 2018) Pg 237-238

Project feature: Avivi packaging featured in the March/April 2016 issue of *Communication Arts*

Project feature: Alkemist branding featured in the March/April 2015 issue of *Communication Arts*

Book feature: Zweig, David. *Invisibles*. (New York, NY: Portofolio/Penguin, 2014) Pg 18, 51-52, 180, 199, 223

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

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

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

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

Article published: Levitt, Marc. "7 Proven Tips For a Successful Web Site Redesign." *Business Management Daily*, March 2009

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

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

Book feature: *MEISHI Little Graphic Art Gallery* (International Creators' Organization, 2009)

Article feature: "Urban Tumbleweeds Debuts in Desert." *GD USA*, September 2008

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

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

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

Publication feature: "People To Watch in 2006." *GD USA*, January 2006