

KEVIN LEVICK

ART DIRECTOR

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PROFESSIONAL SUMMARY

Goal-driven Art Director with 10+ years' experience in developing digital style guidelines to ensure visual consistency across editorial, marketing, social, and product departments. Adept at engineering animated video assets and Motion Graphics Templates for a diverse portfolio of high-traffic online brands. Expert in managing creative workflows and multitasking within fast-paced environments to deliver high-impact results.

EXPERIENCE

Art Director

The Arena Group - New York, NY-Remote

August 2016 to Present

- Devised comprehensive digital style guidelines for Editorial, Marketing, Social, and Product departments across company brands using Figma, Canva and Wordpress ensuring brand alignment across internal and external platforms
- Streamlined workflow, adeptly multitasked, and met deadlines in a fast-paced, rapidly expanding environment to maximize results within given budget and timeframes
- Engineered animated video assets and mogrts across all brand online series using Adobe AfterEffects and Premiere; brands included TheStreet, Athlon Sports, AutoBlog, and Parade

Interactive Graphic Designer

Yahoo! Finance, Remote

Feb 2023–July 2024

- Contract role focused on enhancing and creating new visual styles for two of Yahoo! Finance's special series: NEXT and Lead This Way
- Developed and maintained style systems and episodic graphics for series episodes, including charts, title cards, L3s, locator text, and topical infographics

Digital Designer / UX Design

Imagination Publishing, Chicago, IL

June 2012–Aug 2016

- Crafted UX wireframes, website designs, infographics, and social media graphics for the Company's Digital Department's clients
- Orchestrated a series of graphics for a time-sensitive social media campaign for Box Tops for Education
- Designed the award-winning website for Food Fanatics, a magazine produced for U.S. Foods

ADDITIONAL EXPERIENCE

Graphic Designer

TheStreet, New York, NY

- Produced infographics, charts, graphs, illustrations, and other visual content for the Company Website
- Led and supervised interns working on all graphics for The Street's Editorial department.

Graphic Designer

Sundance Channel, New York, NY

- Created engaging animated banner ads, email blasts and other needs for the Channel's multiple show campaigns
- Designed any required bags, t-shirts, invitations, magazine ads, subway/bus ads, items for the Sundance Festival

EDUCATION

- Master of Fine Arts in Graphic Design - School of Visual Arts
- Bachelor of Fine Arts in Graphic Design - Rochester Institute of Technology

SKILLS

- Digital Style Guide Development
- Brand Identity Management
- Cross-Departmental Collaboration
- Creative Workflow Optimization
- Animated Video Production
- Multimedia Asset Design
- Strategic Budget Management
- Adobe Creative Suite
- Sketch/Zeplin
- Canva
- Figma
- Creatopy
- Adobe Muse
- Wordpress
- Ceros
- Adobe After Effects
- Adobe Premiere
- Final Cut
- HTML/ CSS