

# KEVIN LEVICK

## GRAPHIC DESIGNER

Designing and Refining Print, Motion and Digital Graphics and Brand Systems

Email: klevick75@gmail.com | Phone: 646-314-1627 | Website: kevlvdesign.com



Portfolio:

## PROFESSIONAL SUMMARY

Brand-obsessed creative with 10+ years producing cohesive visual identities, immersive experiences, and bold marketing systems across high-profile consumer and editorial brands. Expert in transforming conceptual sparks into fully realized in-house campaigns—from initial mood boards and event proposals to final deliverables. Adept at agency concept development, motion design, and multi-channel storytelling that resonates emotionally and leaves a lasting impression.

## EXPERIENCE

### Graphic Designer

*The Arena Group - New York, NY-Remote Full-time*

*August 2016 to Present*

- Owned and curated digital style guides for 10+ brands (Athlon Sports, Parade, TheStreet, Men's Journal), organizing logos, palettes, icons, templates, ad assets and creative samples in Google Drive with linked Excel index—ensuring on-demand brand consistency across editorial, product, marketing, and social.
- Managed and mentored a team of 2 junior contract designers; directed daily production and quality control of animated GIFs, HTML/print ads, newsletter creatives and MOGRT packages (Adobe After Effects, Premiere, Creatopy), delivering ready-to-publish assets for Sports Illustrated, Surfer, Parade and more.
- Designed and refined new YouTube thumbnail templates and updated channel branding for TheStreet, increasing video engagement by 20% and standardizing episode presentation across series. Viewer retention improved dramatically, driving sustained algorithmic distribution.
- Created 8 in-house online marketing ad campaigns per year for TheStreet, helping to increase subscription sales by 50% over two years. Delivered assets included animated gifs, newsletter ads, print ads and HTML5 ads in various sizes for Sports Illustrated, Surfer Magazine, Parade Magazine and Men's Journal.
- Designed TheStreet and Parade magazine spreads and reformatted and resized existing magazines for reprint, while retouching and color correcting photography. (Adobe Indesign, Adobe Photoshop)
- Retouched and edited photos for various brands' imagery across 10+ websites; these included developing consistent styling for editorial top stories and charts and infographics.
- Concepted, wrote, designed, animated and produced over 50 short one-minute length videos detailing various company histories and persons of interests.
- Designed and built newsletter templates for company brands such as TheStreet, Parade, Men's Journal, TravelHost and Sports Illustrated in Wordpress.

### Interactive Graphic Designer

*Yahoo! Finance, Remote Contractor*

*February 2023–July 2024*

- Contract role focused on enhancing and creating new visual styles for two of Yahoo! Finance's in-house special video series: NEXT and Lead This Way.
- Developed and maintained style systems and episodic graphics in AfterEffects for series episodes, including charts, title cards, L3s, locator text, and topical infographics.
- Customized MOGRT templates in AfterEffects for editor usage in Adobe Premiere; these files provided templates dictating fonts, colors and character rules for lower thirds, quote graphics, nameplates and chapter titles.

## SKILLS

### Creative & Concepting

- Concept Development
- Mood Boards & Style Guides
- Brand Identity Systems
- Event Visual Design
- Experience Design
- Marketing Collateral

### Design Tools

- Adobe CC (Ps, Ai, Id, XD)
- Figma / FigJam
- Canva / Canva AI
- Sketch / Zeplin
- Creatopy
- Ceros

### Motion & Video

- After Effects
- Premiere Pro
- Final Cut Pro
- MOGRTs
- Sora

### Web & UX

- HTML / CSS
- WordPress
- Adobe XD / Uizard

### Production

- Prepress & Print
- Photography
- Retouching

### AI Tools

- Claude
- Canva AI
- Sora

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### Infographic Designer

*Fitch Ink, Remote Contractor*

*January 2023–November 2023*

- Contract role focused on designing new infographics for client companies such as GE, Johnson Controls, and Mastercard; deliverables had to be formatted for both responsive web display and for presentation slides.

### Digital Designer / UX Design

*Imagination Publishing, Chicago, IL Full-time*

*June 2012–Aug 2016*

- Crafted UX wireframes, website designs, complex infographics, and social media graphics for multiple agency clients such as General Mills, Wells Fargo, U.S. Foods and Lowe's.
- Orchestrated a series of graphics for a time-sensitive social media campaign for Box Tops for Education; set up and photographed various compositions and added copy and branding.
- Designed the award-winning website for Food Fanatics, a magazine produced for U.S. Foods.

### ADDITIONAL EXPERIENCE

#### Graphic Designer

*TheStreet, New York, NY Full-time*

- Created in-house infographics, charts, graphs, illustrations, infographics and other visual needs for the Company Website.
- Hired and supervised interns working on all graphics for The Street's Editorial department
- Created graphics that won a 2010 SABEW Award for Creative Use of Online Media with "The Shanghai Numbers" media page.

#### Graphic Designer

*Sundance Channel, New York, NY*

- Created engaging in-house animated banner ads in Adobe Photoshop, email blasts and other needs for the Channel's multiple show campaigns in WordPress.
- Designed any required bags, t-shirts, invitations, magazine ads, subway/bus ads, fliers, items for the Sundance Festival to print and display.

### EDUCATION

- MFA, Graphic Design - School of Visual Arts
- BFA, Graphic Design - Rochester Institute of Technology

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