

# KEVIN LEVICK

**GRAPHIC DESIGNER** (Designing and Refining Motion Graphics & Digital Brand Systems)

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



Portfolio:

## PROFESSIONAL SUMMARY

10+ years designing cohesive visual systems and animated assets for high-traffic editorial and consumer brands. Expert at building and maintaining digital style guides, producing MOGRTs and video templates, and streamlining workflows and ad campaigns to boost engagement and delivery speed. Proven track record driving measurable results across multi-brand environments.

## EXPERIENCE

### Art Director

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

*August 2018 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 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)

### Graphic Designer

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

*August 2016 to August 2018*

- 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 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.

## EDUCATION

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

## SKILLS

Tooling:

- Adobe CC
- Figma/Figjam
- Sketch/Zeplin
- Claude
- Canva, Canva AI
- Creatopy
- Adobe Muse
- Wordpress
- Ceros
- HTML/ CSS
- Sora
- Powerpoint
- Microsoft Office

Motion/Video:

- After Effects
- Premiere
- Final Cut
- MOGRTs

Web/UX:

- WordPress
- HTML/CSS
- Adobe XD
- Uizard

Competencies:

- Style guides
- Brand systems
- Creative Workflow Optimization
- Multimedia Asset Design
- Prepress
- Printing
- Photography

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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 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 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 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.

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