

DANA LEVINE

DESIGN + ART DIRECTION

(216) 385-9875
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New York, NY 10009

www.danalevine.design

SKILLS

Creative

Graphic Design
Copywriting
Advertising
Package Design
Branding
Editorial Design
Publication Design
Experiential Design
Creative Problem-Solving
Sketching/Ideation
Typography

Technical

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD

EDUCATION

BFA, Communications Design
Syracuse University 2023
GPA: 3.5

AWARDS

GDUSA (Graphic Design USA), 2023
Best-Of-Year Outstanding Design Work
Recognized Project: *Good Ideas Survive*

DESIGN EXPERIENCE

Vita Coco

Freelance Designer, Current

Design captivating visual assets, packaging, and marketing materials that embody the brand's vibrant essence and resonate with consumers. Collaborate with cross-functional teams to ensure timely delivery and maintain Vita Coco's unique market presence.

Immediate Family Agency

Freelance Designer, Current

Drive impactful design initiatives for artists' promotion campaigns within the digital landscape at *Immediate Family*, a cutting-edge music digital marketing agency founded in 2017. Infuse projects with a personal touch, ensuring each artist's vision is represented with love, respect, and an unparalleled hustle.

Muscular Dystrophy Association

Freelance Designer, Current

Specialize in production design and creative development for print and digital content. Amplify brand visibility, audience engagement, and revenue generation through captivating visual assets. Work jointly with design teams to innovate and improve graphic communication strategies, contributing to the organization's success.

Regency Technologies

Design Consultant, Current

Lead creative design initiatives to enhance brand identity and messaging for sustainable technology solutions through visually engaging content. Served as the primary point of contact during a successful merger with *Iron Mountain*, orchestrating the seamless transfer of creative assets to ensure a cohesive and unified visual representation.

Relix Media Group

Marketing / Design Intern, Summer 2022

Promoted company articles and events to bands, labels, management companies, venues, partnerships, etc. through the means of visual communication on social media, email, and web. Maintained and increased unique website views and media presence of multiple music-related platforms by conducting social media audits.

University Girl Magazine

Design Director, Fall 2022

Managed a team of 10+ graphic designers. Conducted group and one-on-one weekly meetings to critique and guide design development. Created final document for submission to print.

Sigma Delta Tau - Omega Chapter

Merchandising Chair & Content Creator, 2020-2023

Designed unique apparel for 150+ girls. Managed finances and maintained vendor relationships. Created social media graphics for philanthropic events and recruitment.

MIXTAPE Magazine

Editorial Designer, 2020 - 2022

Designed layouts and original graphics for biannual campus music magazine centered around hip-hop culture.

WORK EXPERIENCE

12th Tribe

Visual Stylist, Summer 2022

Fashion forward brand ambassador and sales associate responsible for forming authentic, genuine relationships to build clientele and provide an unforgettable customer experience.

Overnight Summer Camp Group Leader

Camp Robinhood, Summers 2018 - 2021

Cared for 30+ children between the ages of 6-14. Managed a full staff and collaborated with faculty to plan activities.