



**J O D Y
L E V I T A N
D E S I G N**

708.669.9151

jodzynes@gmail.com
Des Plaines, IL 600016

PORTFOLIO
www.jodylevitan.com

SOFTWARE

Experience with Macintosh & PC

Adobe Creative Suite
(InDesign, Photoshop and Illustrator)

QuarkXpress, MS Office
(Word, Excel & PowerPoint)

ADDITIONAL SKILLS

Photography and Illustration

EDUCATION

University of Illinois at Chicago
BA/Graphic-Communications Design
Photography, English and Illustration

ART DIRECTOR/SENIOR GRAPHIC DESIGNER

- Art director/senior graphic designer with extensive experience and a proven track record of successfully leading the creative process, aligning business goals with brand strategies.
- Lead, mentor and inspire creative professionals with a unique ability to bring people together as a team to work toward a common goal.
- Strengths in creative product development and managing and sustaining client relationships. Expert in all print matters and well versed in designing relevant, appealing interactive websites.
- Known for a confident, positive outlook, the ability to manage multiple projects, pitch creative and impress decision makers.

EXPERIENCE

Jody Levitan Design

Chicago, IL/Los Angeles, CA

Lead Creative, 1998 - Present

Responsible for the management and creative direction of a small integrated design studio and as an independent contractor full and part-time throughout the years, including while working full-time positions with approval.

- Account management and creative development from conception through production of a wide range of integrated media including: magazines, brochures, packaging, catalogues, books, corporate identities, advertising and marketing campaigns, direct mail, POS displays, websites and interactive media.
- Responsible for estimating projects to meet clients budgets, creation of production schedules, photo shoot direction, pre-press and production management.
- Work directly with outside company marketing teams in identifying corporate needs and assist in the creation of strategic advertising and marketing campaigns.
- Select, contract and manage outside vendors such as freelance designers, production artists, photographers, illustrators, printers and service bureaus.
- Direct photo shoots, extensive photo editing and retouching.
- Managed creative for websites, including photo editing, web graphics and new content.

Accomplishments:

Designed a new brand identity, in-house, take-out and catering menus and packaging for Leona's Pizzeria restaurants, a 64-year-old Chicago establishment.

Served as consultant and creative director for a start-up integrative health magazine, CTW Magazine - Connect to Wellbeing, (formerly YHC-Your Health Connection). Played a central role in launching the magazine. Defined and designed the brand identity, concept and core content as well as direct mail, media kits and EXPO collateral.

Clients include:

CTW Magazine (Connect to Wellbeing), AGS Manufacturing Solutions, Leona's Pizzeria Restaurants, EagleRider Motorcycle Tours and Rentals, Dandelion Dream Inc., Fleetwood RV Enterprises, Securitas Security Services USA, Inc. (formerly Pinkerton Security) and Amazon Imaging, Inc.

Rider Magazine/GS Media & Events

Ventura, CA (formerly Affinity Group, Inc.)

Art Director, 2003 - 2012

Responsibilities included creative management, design and production of Rider Magazine, a nationally recognized motorcycle publication.

- Defined direction for overall design, content, layout and production of Rider Group brands, media kits, newsletters, mastheads, banner advertising, tour promotional advertising, awards and collateral.
- Ensured production schedules and deadlines were met.
- Directed photo shoots, extensive photo editing and retouching.
- Managed creative for Rider websites, including photo editing, web graphics and new content.



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AWARDS

**Minnesota Magazine
Publishing Awards (MMPA)**

Multiple Gold, Silver and
Bronze for Best Cover, Layout
and Overall Design

**Nominated by Western Publishing
Association (WPA) Award**

Best New Publication

Additional Responsibilities:

Rebranded and redesigned Ridermagazine.com ensuring consistency across various platforms, including social media, print, banner advertising and newsletters.

Assumed creative leadership of a second publication, American Rider Magazine as well as redesigned and re-branded a third publication, ATV Magazine.

Steve Brown Design

Simi Valley, CA

Senior Graphic Designer, 2000 - 2002

- Responsibilities included the creative management, design and production of all promotional and marketing materials for Discovery Records, including: brochures, advertising and marketing campaigns, CD and cassette packaging, sell sheets and posters.
- In addition, was also responsible for the creative development and production of a variety of integrated media for other high profile accounts, which included corporate identity campaigns, interactive media and video packaging. Managed outside vendors such as freelance designers, production artists, photographers, illustrators, service bureaus and printers.

Clients included:

Discovery Records, Radio Express, Manufacturing Technology Inc., After Midnite Entertainment, Teradyne, Inc., Color Box Printing

Tanner Montvel-Cohen/

An Integrated Marketing & Communications Firm

Dededo, Guam

Senior Graphic Designer, 1998 - 1999

- Responsibilities included complete design development from conception through production of corporate identities, brochures, advertising and marketing campaigns, an annual report, corporate materials, CD packaging and newsletters.
- Direct contact with clients, photographers and vendors.
- Worked with the principles of the company to effectively implement a digital production process, decreasing production costs by 40%. Established a new brand identity and collaborated in the creation of the advertising and marketing campaign for the TeleCenter division of the Bank of Guam, resulting in increased customer satisfaction and new business.
- Consulted with S & J Printing in the Philippines to upgrade and troubleshoot their computer pre-press management, which also facilitated the completion of an annual report for the Bank of Guam.
- Consulted with Victoria Printing in Tumon, Guam in troubleshoot their computer pre-press management.

Clients included:

Bank of Guam, Bank of Guam, Hyatt Regency Guam, Northwest Airlines, Tan Holdings Corporation, Guam Economic Development Authority, Guam Public School System