Dan Levinson | www.danlevinsondesign.com

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SUMMARY

Senior Art Director with 15+ years of experience in conceptual design and art direction, delivering on-brand creative across print, digital, and interactive channels for Ford, Lincoln, Audi, Volkswagen, McKesson, and Whirlpool. Develops concepts through final production, crafting websites, interactive dashboards, infographics, HTML email, social content, and branded collateral. Pairs design craft with front-end development in HTML5, CSS, and WordPress to turn concepts into production-ready digital experiences. Draws on a foundation in editorial layout, corporate branding, and print production, working fluently across Adobe Creative Suite and Figma.

AREAS OF EXPERTISE

Art Direction
Conceptual Design
Brand Identity
Digital & Print Design
Web & UI Design
Visual Strategy
Interactive Design
Infographics & Dashboards
Front-End Development
Campaign Execution
Client Relations

SOFTWARE/SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe AfterEffects
Midjourney
Keynote
Microsoft Office Suite
HTML5/CSS
WordPress

EDUCATION

Bachelor of Applied Arts – Graphic Design
Center for Creative Studies, Detroit, MI

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

OneMagnify – Senior Art Director/Associate Creative Director — November 2014 – September 2026

- Orchestrated end-to-end creative strategy and execution for Ford Motor Company and additional Fortune 500 clients, managing digital and print deliverables, websites, dashboards, and large-scale marketing campaigns while adhering to strict brand and compliance standards.
- Led cross-functional teams, including junior art directors and freelance partners, in the delivery of high-impact creative solutions, facilitating feedback, mentorship, project assignment, and cohesive quality standards for all visual assets.
- Spearheaded resource optimization on an eight-month overflow project by coordinating with an international freelance group, ensuring seamless integration with company processes, brand, and client requirements for timely execution.
- Served as the lead for digital production, acting as the primary point of contact to ensure project delivery aligned with client budget, timeline, and creative vision; displayed reliability and problem-solving in high-pressure environments.
- Transitioned skillset from print-focused design to front-end web development through self-directed learning, becoming an in-house authority on HTML5, CSS, and interactive email templates for multichannel campaigns.
- Built trusted relationships with clients through clear communication, project alignment, and frequent presentations, ensuring expectations were met and creative objectives realized across diverse initiatives and industries.

Designnumber18.com – Owner, Creative Director — 08/2007 - Present

- Founded and independently operated a creative consultancy delivering tailored graphic design solutions for a broad client base across print, branding, and web platforms.
- Oversaw all project management, client relations, and creative direction from pitch through execution, ensuring deliverables met stringent quality and brand standards for diverse businesses.
- Produced integrated campaigns, including corporate branding, brochures, annual reports, websites, and web banners; leveraged expertise in WordPress, HTML5, CSS, and cross-platform file management.
- Managed business development, accounting, and client communications, building lasting partnerships and consistently delivering projects on deadline and within budget.

Detroit Media Partnership/Signature Media – Graphic Designer — 06/2013 - 09/2014

- Designed compelling magazine covers and interior layouts for publications such as Styleline, Detroit News & Free Press, and Michigan Prime,
working with editors and clients to align creative content with editorial and advertising goals.

Previous Experience

- **ArborOakland Group** – Creative Director | **Smith Marketing Group** – Creative Director | **Brio Advertising** – Graphic Designer, Project Manager | **Campbell-Ewald Advertising** – Print Production Specialist | **Allegra Print & Imaging** – Graphic Designer/Prepress Specialist