

# Levi Brandon Lowell



541 Shadowmere Dr., Chanhassen, MN 55317  
651.328.7535 — levi.lowell@gmail.com — lowelldesign.co

Summary	<b>Creative Leader / Hybrid Brand &amp; Product Designer</b>	
With nearly 15 years of industry experience, I've built a career specializing in crafting thoughtful brand designs and data-driven, human-centered digital products. My experience spans a variety of industries—from start-ups and scale-ups to Fortune 50 companies. My expertise bridges the gap between business, brand and user experience design. Currently, I am leading the design team at Range Digital in Minneapolis building smarter digital ecosystems for brands including Trulia, Adobe, Spotify, Marmot & United Healthcare.		
Experience	<b>Design Director</b> Range Digital	September 2019 - Present
	I function as the hands-on creative liaison between our internal teams, digital partners, development teams, data scientists and media planners to ensure the visual and experiential quality of our digital products, experiences, campaigns and media is world-class. We maintain such high standards by developing relationships with our digital partners that thrive on data-driven insight and transparent collaboration. We're experts at using data to guide our creative process, and it's my responsibility to strategically manage and facilitate that process from data collection to design to development to delivery, ensuring that all teams are working toward the same goals and have the same level of insight into the analytics. Ultimately, we're laser-focused on creating human-centered design, UX & UI that results in measurable increases in our partners KPIs and ROI.	
	<b>Senior Interaction Designer</b> Target	September 2016 - August 2019
	Designed the interactive user experiences for Target's own brands, various seasonal campaigns, and experiential launches on Target.com and the Target app including, but not limited to Holiday 2016, Black Friday 2016, On to College 2017, Super Bowl 2018, GiftNow and more. Partnered across channel to concept innovative UX/UI for in-store digital extensions for outdoor living, connected living categories and AR. Created illustrations for in-store Target murals & events like the 2017 MLS All-Star game and the Target/US Youth soccer partnerships.	
	<b>Senior Designer</b> Latitude	July 2015 - September 2016
	Designed and led the execution of scalable retail campaigns for adidas, Puma, Under Armour, Foot Locker, Champs Sports and more. This included campaign development, retail & environmental design and interactive experience design. Lead designer on multiple brand redesigns and website launches, including Long Island Wine Country, White Crane Construction, Fleri Bakery (Haiti) and more.	
	<b>Senior Designer</b> Mirum Agency	April 2015 - July 2015
	Lead designer on the agency's biggest interactive projects. Led digital innovations, site redesigns and site upgrades for UnitedHealth Group, United Healthcare, Optum, American Family Insurance and more. Fostered an environment driven by innovation with a foundation rooted in research, analytics and insights.	
	<b>Art Director / Designer</b> Life Time Fitness	October 2011 - April 2015
	Designed marketing collateral for Life Time Fitness' Training division. Responsible for art direction, design & photo direction for Life Time's largest business initiatives. Crafted national brand identities and seasonal campaigns while overseeing junior designers; fostering a collaborative and innovative environment. Responsible for the design and development within Life Time Fitness' Athletics Events division. Executed design and art direction for some of the Nation's premiere endurance sporting events. This included print collateral, websites, apparel & environmental design, video and photography.	
	<b>Graphic Designer-Web</b> Foot Locker, Inc.	April 2010 - October 2011
	Designed retail marketing creative that was delivered to 1 million+ people daily, including web banners, landing pages, emails & mobile ads. Developed and designed branded, national email campaigns and web assets for Champs Sports, Footaction, and Foot Locker (Lady & Kids) family of websites.	
Education	<b>B.F.A. - Marketing</b>	2005 - 2009
	Saint John's University - Collegeville, MN Studio Art Scholarship recipient	
Skills	UI/UX, Visual Design, Product Design, Web Design, Webflow, Art Direction, Branding, Creative Strategy, Naming, Photo Direction/Styling, Editorial Layout, Packaging, Iconography, Video Direction, Motion Design, Apparel & Environmental Design, Figma, Photoshop, Illustrator, Sketch, HTML, CSS, CMS, Typography, Time-Management, Prototyping/Wire Framing, Drawing & Illustration, Hand-Lettering, Social Media	