

# Levi Brandon Lowell

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## Summary

Seasoned Designer and creative leader with over 15 years of experience in executing and leading design and creative strategies across diverse industries. Adept at leveraging data to foster design innovation, driving brand growth, and leading cross-functional teams to deliver impactful visual communications. Previous brand experience includes Target, Life Time Fitness, Adidas, Under Armour, Harley Davidson, Trulia, Adobe, United Healthcare, Foot Locker, and more.

## Experience

**Design Director** September 2019 - Present  
Range Digital - Minneapolis, MN

- Led a team of designers, developers and marketers in launching a new D2C brand within the healthcare industry, resulting in +400% YoY growth between 2022-23.
- Led the in-house design and development of a React Native/Typescript mobile application for Android and iOS utilizing a comprehensive design system designed and managed in Figma.
- Led a best-in-class creative testing and optimization strategy for Trulia's mobile acquisition efforts within their 3rd party mobile attribution platform, Branch.io, resulting in an increase in Total Installs of 23% and an increase in View-to-Installs of 27% YoY.
- Mentored and nurtured talent, cultivating an internal design culture that emphasizes collaboration, data-driven and human-centric design, along with a passion for continuous learning.

**Senior Interaction Designer** September 2016 - August 2019  
Target - Minneapolis, MN

- Led interactive design and development for Target brand launches, including Universal Thread, and major campaigns like Black Friday 2016 and Super Bowl 2018. Additionally, I conceptualized in-store digital commerce extensions in connected living, outdoor living, AR, and STEM learning areas.
- Led the development of a global style guide for Target.com. Collaborated across categories to establish a unified approach to creative development, resulting in a comprehensive 70+ page guide.
- Designed, art directed, and illustrated distinctive graphics for several high-profile projects, including Target Gift Cards, the 2017 MLS All-Star Game, Super Bowl 2018, and the Target App.
- Art Directed on-set photo shoots and CGI development for home, patio, connected living, and Target-owned brands, including Sun Squad, Cat & Jack, Universal Thread, and Goodfellow & Co.

**Senior Designer** July 2015 - September 2016  
Latitude - Minneapolis, MN

- Design lead on various national-level product launches for brands including Foot Locker, Adidas, Under Armour, and Puma, encompassing 2D and 3D art direction for in-store retail experiences.
- Designed a new brand for Long Island Wine Country, collaborating with local leaders, government, and vineyard owners to encapsulate the unique spirit of the entire Long Island wine producing region. This included new brand identity development, website design, social, digital and print materials.
- On-set art direction and design for Foot Locker with James Harden for Adidas national 'Stand Out' campaign, producing digital and in-store assets for approximately 3,000+ stores nationwide.

**Art Director/Designer** October 2011 - April 2015  
Life Time Fitness - Minneapolis, MN

- I spearheaded the creative development for Life Time's Athletic Events division, crafting experiential brand designs for a range of sporting events. These included the Lutsen 99er, Torchlight 5K, Turkey Day 5K, Life Time Tri Series, Leadville Race Series, and Chequamegon Fat Tire Festival.
- Led the rebranding of Life Time Training and Alpha Group Training divisions. This involved comprehensive brand development for both entities, encompassing brand identity design, photo art direction, and the creation of print and digital layouts, as well as environmental and apparel design.

## Education

**B.F.A.-Business Management** 2005-2009  
Saint John's University - Collegeville, MN  
Men's Soccer Team Captain, Student Athletic Advisory Council Representative, 2009 Student Employee of the Year recipient, eScholar Mentor

## Skills

Leadership and Team Building, Strategic Vision and Brand Strategy, Creative Direction and Concept Development, Adobe Creative Suite, Figma, UX/UI Design Principles, Design Systems, Market Research and Analysis, Excellent communication and Presentation Skills, Product Design, Agile Project Management, Webflow, Interaction Design, Art Direction, Illustration, Brand Identity Design, Digital Marketing, Photo Art Direction/Styling, D2C, B2B, B2C