

# Joe Levy

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Originally from Wellington, New Zealand I have been based in Berlin for four years. With over eight years experience as a multidisciplinary designer working in fashion, and most recently in music and culture I offer a well-rounded skillset that seamlessly flows across graphic design, fashion/product design, and art direction.

Age: 30  
From: Wellington, New Zealand  
Based in: Berlin, Germany

Experience	2023— Present	<b>Majestic Casual</b> Art Director & Designer	2016— 2019	<b>I Love Ugly</b> Senior Designer
		<p>A graphic design and art director-focused role for Berlin-based music and culture brand Majestic Casual. In this role I led the company's creative team and took responsibility for the Majestic visual brand language, conception and execution of new projects, release campaigns, visual media and events in both lead designer and project manager capacities.</p> <p>In this role I gained valuable experience in brand &amp; identity, and project management having to lead multiple projects simultaneously with a broad diversity in creative direction, output and budget across a variety of recording artists signed to the Majestic Casual record label and Majestic Casual its self.</p>		<p>As Senior Designer at New Zealand-based menswear brand I Love Ugly, I utilised a multidisciplinary design skillset (graphic design, fashion/product design, art direction) to lead and manage all elements within the Design and Marketing sectors of the business from garment and accessory design, to marketing campaign conceptualisation and art direction. This role also included the lead design and project management of all collaborative projects, and limited collections.</p> <p>In this role I gained considerable experience of small business operations, specifically within the fashion industry, and an introduction into fashion design, management and production processes and systems.</p>
	2020— 2023	<b>Rotholz</b> Head of Design	2015	<b>Victoria University of Wellington</b> Graphic Designer
		<p>A multidisciplinary design role for Potsdam-based fair fashion brand Rotholz. In this role I led and managed the product design cycle from creative direction and design to sampling and manufacture. I was also responsible, in a lead designer and art director capacity, for all social media and marketing-based creative content, campaigns and product photography.</p> <p>In this role I greatly expanded on previous experience gained in fashion and small business operations, particularly in fashion design, management and production with a strong emphasis on sustainable and ethical design, sourcing, and manufacture.</p>	2014— 2015	<b>Fisher&amp;Paykel</b> Design Internship
				<p>Lead graphic design roles across various internal projects for the School of Design that included school branding, identity and promotional material.</p> <p>Summer internship within a Speculative Product Design role for New Zealand appliance brand Fisher&amp;Paykel. Researching and conceptualising the future of home dining within the parameters of the Fisher&amp;Paykel brand and target market. Internship was part of my Master of Design Innovation Degree thesis.</p>

Education	2014— 2016	<b>Victoria University of Wellington</b> Master of Design Innovation (MDI)	2011— 2013	<b>Victoria University of Wellington</b> Bachelor of Design Innovation (BDI)
		Majoring in Industrial Design.		Majoring in Industrial Design.

Proficiencies & Skillset	Language	Skillset
	English: Native German: B1 Level (proactively learning)	Critical & Creative Thinking Leadership Project Management Strategy, Brand & Identity Graphic Design Fashion Design Photography Art Direction
	<b>Software</b>  Adobe Suite Clo3D Solidworks KeyShot Monday Notion	