

Hi. I'm Simon Levshin, a creative thinker and designer.

About

Hi. I am a Los Angeles based creative thinker and graphic designer. Throughout my twenty year career I've been helping individuals and businesses communicate on-brand messaging to their customers and sell their product or service.

I am very easy to work with and I appreciate the value of teamwork.

I am currently Creative Director at ICLA, but will be leaving January 2025.

Experience

ICLA Sr Designer / Creative Director

2013-2025

I began at Integrated Communications Los Angeles (ICLA) in April of 2013. I worked on print, digital and branding projects. I became Creative Director in 2015. Clients included Mattel, Universal, Sony and Warner Brothers. Artists, photographers, filmmakers, and poets came to ICLA for various print and digital projects. I'm proud of my work at ICLA, and feel blessed to of been involved in so many great projects, both print and digital.

www.icla.com

SHARPLES ENTERPRISES Art Director

2011-2013

I began here as Art Director and was involved in many branding projects that included print design and digital design. I initiated several in-house motion graphics videos for their SEO startup.

Also I was responsible for the

- creation of artwork and preparation of files for the realty and medical fields
- led a team tasked with re-designing in-house websites
- formulated branding and design needs for external clients

CATC BILLY BLUE DESIGN / TORRENS UNIVERSITY Lecturer **2009-2010**

I was given the opportunity to become a lecturer and mentor to students at my alma mater. This was exciting for me to give back to the college that taught me so much. My goal was to instill confidence to the students.

Being a graphic designer is a personal journey that heavily relies on cooperation between the abstract mind and the creative mind. Learning the technical software is one half. Coming up with great ideas to communicate a message is the other half. Right brain and left brain duties combined into one career. I wanted my students to find their own visual voice and design from their own life experience. I believe I helped the students do that. It was a rewarding job. I taught Graphic Design and Branding / Advertising.

COCOJAMBO STRATEGIC CREATIVE Creative Director **2006-2009**

Cocojambo is a branding agency in Australia that serves clients globally. Under Claes Loberg's leadership, I learned branding strategy and the impact it has on business. I learned how to create brand strategies, and how to manage projects from start to finish. We made Creative Direction Documents (CDD's) which assisted us in formulating brand strategy. I developed skills in brand messaging, designing brand identity, and conducting effective research. I led teams of designers, copywriters, and other professionals to create meaningful solutions for our clients.

At Cocojambo, we worked with small to medium businesses and occasionally with larger companies like Coca-Cola and the ill-fated startup Guvera. I handled branding systems, media buys, advertising, and graphics for various clients. My time at Cocojambo improved my thinking and design skills, for which I am very grateful.

WORLDWIDE ONLINE PRINTING Sr Designer **2004-2005**

Worldwide Online Printing is the Australian leader in short run business printing. I was a Senior Designer producing various print projects for our clients. I became proficient at print project management and knowledgeable in the many technical aspects of offset printing. This changed the way I thought about design. Paper and specialty print finishings became a part of the visual process. My job here was very valuable hands-on experience.

Experience Continued

SCE DESIGN STUDIO Designer **2003-2004**

SCE Design Studio was based in Queensland Australia. This was my first job out of design school. I was a designer and part of a small team supporting the Art Director. We designed brand identities for several local clients. This included print and digital design, and media buying for advertising. In the latter half of my time at SCE we worked with an exciting celebrity backed new startup in the sports tourism industry called PacAir.

Education

COMMERCIAL ARTS TRAINING COLLEGE/ BILLY BLUE / TORRENS UNIVERSITY Student **2001-2003**

AA Degree in Graphic Design & Advertising

Skills

I am proficient in the following software programs and web standard languages:

Adobe Photoshop	Generative AI/Prompting (ChatGPT, Midjourney, Firefly)
Adobe Illustrator	Figma / Sketch
Adobe InDesign	Wordpress / Elementor
Adobe After Effects	HTML
Adobe Premier	CSS
Adobe Acrobat	Copywriting