



# Hi, I'm Travis.

I am an expert brand strategist and designer with agency and startup experience spanning 12 years. I offer proficiency in the development of brand identity systems and multi-channel marketing programs for startups and national brands.

## EXPERIENCE

AUG 2019 - PRESENT | DC METRO, REMOTE

**DIRECTOR OF BRAND DESIGN | Territory**

Development of refreshed identity and marketing systems informed by market research to build multichannel programs spanning print and digital advertising, web design, stop-motion video, consumer packaging, and ambassador/influencer partnerships.

FEB 2013 - JUL 2019 | BURLINGTON, VERMONT

**FOUNDER/CREATIVE DIRECTOR | qwerkal**

Distributed branding studio that launched and nurtured 20 dynamic startups in New England partnering with founders to understand their market, define their customer, and roll out comprehensive identity and marketing programs to communicate their value.

FEB 2017 - JAN 2018 | BURLINGTON, VERMONT

**CO-FOUNDER/CREATIVE DIRECTOR | Startup Stamina**

Facilitates communication and collaboration within small entrepreneur ecosystems and through proprietary software and curated tools. I launched this side project to serve startups in Burlington, Vermont.

OCT 2010 - JAN 2018 | NEW YORK CITY

**SENIOR DESIGNER | Weber Shandwick**

Global public relations firms. I joined the Weber Shandwick internal design team to implement branding and marketing solutions for NIKE, ARMY, Suave, Abbott, and OREO.

SEP 2011 - FEB 2013 | NEW YORK CITY

**ART DIRECTOR | FoodMatch**

Mediterranean food purveyor. I joined FoodMatch to art direct its retail portfolio branding and packaging, in-store signage, product display, merchandising and B2C and B2B marketing.

## EDUCATION

2004 - 2006 | ART INSTITUTE OF SEATTLE  
**BFA IN GRAPHIC DESIGN**

2002 - 2003 | UNIVERSITY OF ALASKA  
**GENERAL EDUCATION**

2000 - 2001 | PLATT COLLEGE  
**CERTIFICATION OF DESIGN**

## PROFICIENCY

- + Adobe Creative Suite
- + Illustrator
- + Photoshop
- + InDesign
- + After Effects
- + Premiere Pro
- + Adobe XD
- + InVision
- + Sketch
- + Wordpress
- + Prismic



## APPROACH

Drive creative decisions around the optimal end-user experience

Study and adopt new technology and trends to meet a rapidly shifting market

Facilitate open and transparent team communication

Manage and deploy a cohesive, data driven, and inspiring artistic vision

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## ABOUT

I teach a branding class at the Center for Women and Enterprise

I guest lecture at Champlain College on the subject of portfolio development

My identity design work has been published in Logo Lounge Volume 8

I have traveled to 6 countries and Portugal is by far my favorite

I love board games and host a weekly gaming session

## EXPERIENCE

APR 2011 - SEP 2011 | NEW YORK CITY

### SENIOR ART DIRECTOR | Mirrorball

Experiential and event marketing agency. I joined Mirrorball to oversee a team to design shockingly unique interactive spaces and events for brands Dos Equis and Perrier.

AUG 2010 - OCT 2010 | NEW YORK CITY

### SENIOR ART DIRECTOR | Agency Rx

Contract art direction, pharmaceutical branding, consumer engagement, campaign strategy, and project management for brands Rituxan, Pfizer, and Genentech.

JUL 2010 - AUG 2010 | NEW YORK CITY

### ART DIRECTOR | JWT Inside

Contract art direction, branding and project management for global brands Siemens and LF.

JAN 2008 - JUN 2010 | SEATTLE

### SENIOR DESIGNER | Whiting Design

Art direction, brand development, advertisement, web design, and packaging for national brands in food & wine, nautical engineering, retail, architecture, and youth theatre.

JUN 2007 - JUL 2010 | SEATTLE

### ART DIRECTOR | The Human Rights Campaign (HRC)

Pro-bono event planning and brand building for broad promotional campaigns. Printed material, web design, online and print advertisement, 100-page program, video direction, stage design, and team management.

JUN 2006 - JAN 2008 | SEATTLE

### SENIOR DESIGNER | Exhibit Design

Trade show and experiential space design. Large scale displays, permanent showrooms, custom fabrication, brand services, and marketing.



BOOTSTRAPVT

**GEOFF STRAWBRIDGE**  
CEO/FOUNDER

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bootstrapvt.com

*"Travis is a creative professional who will elevate your brand. Quite simply, he puts the client at the center of everything he does. He really takes the time to understand your business, company and values to create memorable and enduring work."*

FOUNDATION STUDIO

**EMILY MCMAHON**  
OWNER/FOUNDER

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linkedin.com/in/piperemily

*"I have had the pleasure of not only being one of Travis' clients but also collaborating on several client projects with them. After I moved on from offering design resources and just focusing on Marketing, I often had trouble finding a creative branding partner! Travis and his team bring a different approach to their branding which has been a strong win for a lot of my clients. They really know how to make businesses stand out."*

RECONCILED

**MICHAEL LY**  
CEO/FOUNDER

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getreconciled.co

*"Travis partnered with my company Reconciled to give our brand a refresh. He capably defined our audience and business objectives to develop a powerful brand identity that he carried through consistently across social channels, our website, and print collateral. Our business has accelerated into national recognition thanks in part to his impactful design solutions and strategic communications. Travis rocks!"*

KELLYBOAT

**KELLY LYDEN**  
CEO/FOUNDER

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802.999.7721  
kellyboat.com

*"Travis has exceeded my expectations. I rely on his advice and judgment for critical decisions that affect my brand, and I have never been disappointed."*



PACKETIZED ENERGY

**VANESSA HINES**

MARKETING DIRECTOR

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packetizedenergy.com

*"We worked with Travis and his team over the course of several months to refresh our brand and website. Travis provided helpful insights that clarified our messaging and strengthened our visuals. Now, a few months since completion, we remain very pleased with the outcome, and Travis continues to be a resource for our company."*

VCET

**DAVID BRADBURY**

CEO

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linkedin.com/in/davidbradbury

*"Travis is a branding and visual design superhero, and we recommend him highly!"*

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# THANKS



Thank you for the opportunity to share my experience.  
I am available for full-time opportunities in-house or remote.