



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

JAN 2020 - PRESENT | BURLINGTON, VERMONT

DIRECTOR OF BRANDING | Scout Digital

Internal brand stewardship and client brand services. Department systems design and team management. New business nurturing and cultivation. Sales and marketing program design and management.

AUG 2019 - DEC 2019 | 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.

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

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

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.

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.

THANKS



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