



TRAVIS BRAGG

TRAVISBRAGG.COM | TRAVISBRAGG@GMAIL.COM | 206-755-1572

SUMMARY

- + Creative Director and Brand Strategist with 17 years experience.
- + Worked with 30+ organizations to develop brand standards.
- + Founded a 6 year branding studio that launched a dozen startups.
- + Developed a brand strategy framework to guide the branding process.
- + Experience writing and producing integrated marketing campaigns.
- + 10 years experience developing brand voice and brand architecture.

EXPERIENCE

EDUCATION

BFA IN GRAPHIC DESIGN

Art Institute of Seattle
2004 - 2006

ASSOCIATE IN DESIGN

Platt College
2000 - 2001

PROFICIENCIES

- + Design: Adobe Creative Suite
- + Motion: Adobe After Effects
- + Video: Adobe Premiere
- + UX/UI: Figma, WordPress

DIRECTOR OF BRAND STRATEGY | Scout Digital

Jan 2020 - Present | Remote, USA

Scout Digital is a performance creative agency. As a member of the leadership team, I develop brands built on a flexible design system to drive engagement online. I build sales and marketing programs to drive user acquisition, and I lead copywriting and content development.

DIRECTOR OF BRAND DESIGN | Territory

Aug 2019 - Jan 2020 | Remote, USA

Territory Foods prepares healthy meal kits to consumers nationwide. As part of the in-house creative team, I developed the brand design system and packaging standards to drive consumer awareness and acquisition. I developed strategy, copy and creative for digital media marketing campaigns and influencer programs.

FOUNDER/CREATIVE DIRECTOR | Qwerkal

Feb 2013 - Jul 2019 | Remote, USA

I founded boutique branding studio Qwerkal to launch New England-based startups. I developed a repeatable design system to bring new businesses to market efficiency with maximum ROI.

SENIOR DESIGNER | Weber Shandwick (freelance)

Oct 2010 - Jan 2018 | New York City

Weber Shandwick is a global public relations firm. As part of the in-house creative team, I supported new business acquisition and developed PR branded creative for NIKE, Unilever, Suave, Abbott, and OREO.

ART DIRECTOR | FoodMatch

Sep 2011 - Feb 2013 | New York City

FoodMatch is a Mediterranean food purveyor. I joined the in-house creative team to manage the brand, develop labeling standards, and promote its products through direct mail, signage, product display, and merchandising.

PROFESSIONAL

- + Copywriting
- + Creative Direction
- + Graphic Design
- + Brand Strategy
- + Brand Design
- + Brand Management
- + Project Management
- + Account Management
- + Team Leadership

APPROACH

- + Always learning
- + Innovation without ego
- + Uncover what's next in design
- + Adapt to new technology
- + Take responsibility
- + Empower and mentor

TRAVIS BRAGG

TRAVISBRAGG.COM | TRAVISBRAGG@GMAIL.COM | 206-755-1572

EXPERIENCE

SENIOR ART DIRECTOR | Mirrorball

Apr 2011 - Sep 2011 | New York City

Mirrorball is an experiential and event marketing agency. I joined Mirrorball to oversee the design team and to build unique, interactive experiences for brands Dos Equis and Perrier.

SENIOR ART DIRECTOR | Rx Agency (contract)

Aug 2010 - Oct 2010 | New York City

Rx Agency is a global marketing agency servicing the pharmaceutical industry. I was contracted to provide art direction to develop branded consumer products for brands Rituxan, Pfizer, and Genentech.

ART DIRECTOR | Wunderman Thompson (contract)

Jul 2010 - Aug 2010 | New York City

Wunderman Thompson is a global marketing agency. I was contracted to provide art direction and design solutions for global companies Siemens and LF.

SENIOR DESIGNER | Whiting Design

Jan 2008 - Jun 2010 | Seattle

Whiting Design was a boutique design studio. I joined the team as a graphic designer developing brand identities, packaging, and marketing materials for food & beverage, engineering, retail, architecture, and theater.

SENIOR DESIGNER | Exhibit Design

Jun 2006 - Jan 2008 | Seattle

Exhibit Design produces trade show booths and experiential spaces. I helmed the design studio, producing walk-through experiences, brand services, and marketing materials for a broad roster of industries.