



Hi, I'm Travis.

I build world-class competitive brands that differentiate through personalization and scale with ethical AI-powered design systems. From Seattle to Dallas to New York, I have worked with more than 30 organizations to develop smart, beautiful brands that shape perceptions and communicate a strategic vision.

EDUCATION

2004 - 2006
ART INSTITUTE SEATTLE
BFA IN GRAPHIC DESIGN

2002 - 2003
UNIVERSITY OF ALASKA
GENERAL EDUCATION

2000 - 2001
PLATT COLLEGE
CERTIFICATION OF DESIGN

EXPERIENCE

MAR 2023 - PRESENT | REMOTE, USA

CREATIVE MANAGER | Amira Learning + Istation

Amira Learning is a prominent AI-powered Education Technology platform. As a leader on the marketing team, I directed a rebranding initiative, achieving a 200% increase in web traffic and a 30% rise in MQLs at launch. I developed a content creation system integrating generative AI tools to rapidly ideate and deploy branded content, and established a brand performance baseline with quarterly reviews and optimization.

JAN 2020 - MAR 2023 | REMOTE, USA

DIRECTOR OF BRAND STRATEGY | Scout Digital

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.

AUG 2019 - JAN 2020 | REMOTE, USA

DIRECTOR OF BRAND DESIGN | Territory

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.

FEB 2013 - JUL 2019 | REMOTE, USA

FOUNDER/CREATIVE DIRECTOR | qwerkal

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.

FEB 2017 - JAN 2018 | BURLINGTON, VERMONT

CO-FOUNDER/CREATIVE DIRECTOR | Startup Stamina

I co-founded Startup Stamina as a networking group that transformed into a collaboration web tool for entrepreneurs. I provided branding and UX standards for the tool which was sold to the Lake Champlain Regional Chamber of Commerce.

AI TOOLS I USE

- + Adobe Express (ideation)
- + Claude/Chat GPT (copy)
- + Midjourney (art)
- + Design.AI (content)
- + AutoDraw (ideation)
- + Looka (brand ideation)

PROFICIENCIES

- + Adobe Creative Suite (design)
- + Adobe After Effects (motion)
- + Adobe Premiere (video)
- + Figma, WordPress (UX)

EXPERIENCE

OCT 2010 - JAN 2018 | NEW YORK CITY

SENIOR DESIGNER | Weber Shandwick

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.

SEP 2011 - FEB 2013 | NEW YORK CITY

ART DIRECTOR | FoodMatch

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.

APR 2011 - SEP 2011 | NEW YORK CITY

SENIOR ART DIRECTOR | Mirrorball

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.

AUG 2010 - OCT 2010 | NEW YORK CITY

SENIOR ART DIRECTOR | Rx Agency

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.

JUL 2010 - AUG 2010 | NEW YORK CITY

ART DIRECTOR | Wunderman Thompson

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

JAN 2008 - JUN 2010 | SEATTLE

SENIOR DESIGNER | Whiting Design

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.

JUN 2007 - JUL 2010 | SEATTLE

ART DIRECTOR | The Human Rights Campaign (HRC)

HRC is the largest LGBTQIA+ lobbying organization in the country. For three years, I developed a theme, brand, and promotional materials for the Seattle-based black tie annual fundraiser.

JUN 2006 - JAN 2008 | SEATTLE

SENIOR DESIGNER | Exhibit Design

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.