

travis austin

travis-austin.com

travisjustin@gmail.com

480.543.0114

EXPERIENCE

National Academy of Sports Medicine

Senior Designer; May 2011 – Present

Brand strategy, art direction, management and implementation of design and multimedia channels for a national fitness institution. Contributed to strategy for marketing and e-commerce campaigns and promotions. Streamlined and systematized all major brand products. Establishment of all formal design and branding standards; print collateral, website re-design, video production, editing and post-production, motion graphics. Works with external vendors and designers to actualize brand strategy.

Health & Fitness Provider Network (HFPN)

Designer; September 2009 – May 2011

Execution of all marketing and design. Print collateral, website design and front-end development, marketing campaigns, e-blasts, branding standards, web-based UI production, video production, editing and post-production, motion graphics, audio production and editing. Worked with external vendors and designers.

Culture22

Designer; October 2008 – July 2009

Print, packaging, web design, flash animation, User Experience design, motion design, identity design, and 3-D compositions. Assisted in concepting, copywriting and marketing. Designed for various brands: LG, Samsung, 3DEXhibits, Tata Consultancy, Hitachi, the olympic bid for Chicago 2016, and the Mall of Dubai.

Tanagram Partners

Interactive Designer; May 2008 – August 2008

User Experience design, rule-sets, and accessibility. Clients include Baxter Credit Union, Grant Thornton, and motion design spec work for Microsoft Courier.

University of Illinois at Urbana-Champaign

Designer; February 2006 - May 2008

Designed for a developing brand, including the "Belong" campaign. Developed their video-based brand channel. Print, video (editing and production), motion design, audio production, flash animation, photography. Work included long-view promotional video, e-cards, interactive content, video interviews, marketing strategies, their annual Viewbook, among others.

Illini Media

Designer; July 2005 – May 2006

Infographics, advertisements, illustrations, covers, banners, graphics and identities for the Daily Illini and other satellite publications.

BACKGROUND

I design with focus on the communicative vocabulary of developing a brand, with an ability to manifest and standardize on every major outgoing channel, including identity, web, front-end development, video and motion design channels. I have realized and revitalized brands in various industries.

EDUCATION

B.F.A. Graphic Design, 2008

University of Illinois at Urbana-Champaign

Branding, print design, motion graphic design, information design, interactive user experience, front-end web design and development, video production, post production and editing, audio recording and production, voiceover, musical composition.

FREELANCE

Branding, identity, print, web, motion, marketing. Worked for clients such as Motorola, Janus, and the University of Illinois; partially for on-site agencies.

PROFICIENCIES

Adobe Creative Suite (Print, Web, Video), Final Cut Suite (Video, Motion), XHTML/CSS, Accessibility Standards, Ektron CMS, Digital Photography, Cinema4D. Working Knowledge of Javascript and Wordpress.

AWARDS

American Institute of Graphic Arts (AIGA), 2008

Entrant in (2008) 365 AIGA Year in Design 29

For work in Ninth Letter Magazine

Society of Publication Designers, Fall 2007

Merit Award Winner for contribution in Ninth Letter Magazine

Regional Case Awards, 2007

Three awards (1st, 2nd, 3rd place) for print pieces made for University of Illinois at Urbana-Champaign Office of Communications for Enrolled Shared Services

Illinois College Press Association, 2005, 2006

Recipient of numerous awards from work in the Bradley Scout (Peoria, IL) and the Daily Illini (University of Illinois), including 1st place in 2006 for Graphic Illustration.