

Travis Klein

Art Director, Digital Designer
& Front-End Developer



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I am a proud graduate of Austin College and The Art Institute of Dallas and an avid painter and guitar player. I am passionate about anything that possesses a unique creative flair and I find design, art and music to be incredibly fulfilling.

If I'm not making art or music I'm probably lost down a back road on a Harley somewhere...

EDUCATION

- Dec 2013, The Art Institute of Dallas, Dallas, TX Associate of Applied Arts (AA) - Graphic Design, 4.0
- May 2009, Austin College, Sherman, TX Bachelor of Arts (BA) - Business Admin & Communications

HONORS & AWARDS

- 2014 **Bronze Student ADDY Award**, AAF Dallas
- 2013 **Outstanding Graduate**, Art Institute of Dallas

AREAS OF EXPERTISE

Graphic Design, Web Design, Front-End Development, Advertising, Painting, Graphics, Marketing, Illustration, Logo Design, Branding & Identity Development, Layout, Typography, Concept Development, Creative Solutions, Visual Communication, Packaging, Image Manipulation, Vector Illustration, Social Media Marketing & Advertising, Marketing Communications (Print & Web), Art, Print Production, Art Direction, Creative Direction, Email Marketing, UX, UI

PROFICIENCIES



Illustrator CC, Photoshop CC, InDesign CC, Dreamweaver CC, HTML5, CSS3, Javascript, J-Query, PHP, Wordpress, Bootstrap, Google Analytics, iTunes Connect App Analytics, Salesforce, ExactTarget - Marketing Cloud, Marketo, Mautic, Variable Text/Content, Cloud9, Mag+, Sharepoint, Piwik, Wrike

MAJOR BRAND EXPERIENCE



JULY 2015 to: PRESENT

ASSOCIATE ART DIRECTOR
TELADOC, LEWISVILLE, TX



Lead the digital marketing initiatives of consumer engagement team. Direct, design and develop company's consumer email marketing efforts - Successfully increased engagement and utilization of Teladoc service tenfold through email campaign red-design and the introduction of business analytics. Created and successfully launched a full retail strategy for the company including email and website campaigns, ultimately driving new forms of revenue. Work with C Level executives on high-visibility corporate website and landing page projects.

JANUARY 2015 to: JULY 2015

ART DIRECTOR
THE THOMAS AGENCY, FRISCO, TX



Generate clear ideas and concepts in tandem with the creative director and other artists. Produce sketches, storyboards, roughs to visualise ideas. Understand marketing initiatives, strategic positioning and target audience. Cooperate with the rest of the creative team across different types of media. Take work from concept to final execution within deadlines. Manage and delegate responsibilities to other designers and provide directions.

JULY 2013 to: DECEMBER 2014

SENIOR DESIGNER
THE THOMAS AGENCY, FRISCO, TX



Lead artist on all print & web advertising projects. Design and produce marketing communications (print and digital) pieces for major clients. With the creative director, is responsible for delivering programs within budgets. Stay current on industry trends. Mentor other designers.

MAY 2013 to: SEPTEMBER 2014

GRAPHIC ARTIST
MARCUS & MILLICHAP, DALLAS, TX



Assisted in the design and print production of all marketing materials for large commercial real-estate firm while attending the Art Institute of Dallas full-time.

SEPTEMBER 2012 to: JULY 2013

GRAPHIC ARTIST
LEGACY ALLIANCE HOLDINGS, DALLAS, TX



Responsible for design and print production of all print & digital communication materials. Cooperate with firm partners to establish effective marketing strategies. See all print communications projects through from concept through print production.

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Art Director & Graphic Artist