

Travis Talley

3113 Lees Avenue Long Beach, CA 90808

714.292.4265 • mr.travist@gmail.com • www.talleyart.com

Professional Profile

- Creative professional with broad experience in design project management and development.
- Dynamic team player and leader with exceptional collaborative and motivational skills.
- Highly motivated with well-developed problem solving skills and proven multi-tasking abilities.
- Experienced design and branding strategist with an emphasis in marketing and identity development.
- Extensive technical capabilities and web-based knowledge.
- Skilled in client /vendor relations and account negotiations.
- Expert written and verbal communication skills (English and Spanish).
- Extensive background in fine arts with an emphasis in illustration and painting.

Education

Major - Bachelor of Fine Arts in Graphic Design - Iowa State University - May 2001

Minor - Design Studies - Iowa State University

Graphic Design Study Abroad Program - Rome, Italy Fall 2000

State of Iowa Scholar, Iowa State Academic Scholar, Dean's List, Golden Key National Honor Society

Recognized as one of top 3 Outstanding Senior Graphic Designers at Iowa State College of Design – Class of 2001

Print

- Magazine Covers & Ads
- Flyers, Posters & Brochures
- Business Cards, Letterhead,
- Point of Purchase Design
- Trade-show & Oversized displays
- Offset /Digital Press / Pre-Press
- Color and Press Check
- Mass Mailing & Marketing
- Festival Backdrops

Web & Multimedia

- Web Design & Development
(HTML5, CSS, JQuery, Flash, .NET, XML)
- UI Design & Development
- WordPress
- PowerPoint
- Video Editing
- Mobile Applications
- Digital Publications
- Email Marketing

Photography

- Color, Black & White
- Studio Direction
- Photo Lighting
- Retouching and Restoration
- Photo Airbrushing, & Editing

Professional Experience

The Brainyard • Irvine, CA Nov. 2012 - Present

Senior Designer

The Brainyard is a creative marketing agency. Responsibilities include conceptualization and implementation of design solutions and authority for design decision-making. Other tasks involve supervising and designing multiple digital and print-based marketing campaigns plus oversight, design and direction for all web and digital projects, large-scale tradeshow and festival graphics and management, direction and supervision of all freelance artists. Extensive email marketing experience for client product launches. Clients include Pioneer DJ, Roland/Boss, Fender Guitars, Taylor Guitars, Elixir Strings and Premier Builders Guild.

Achievements

- Pioneer DJ web and marketing materials for all new product launches.
- Web design and marketing campaigns for Premier Builders Guild (Fano Guitars, Two-Rock Amps and Tone King Amps)
- Designed and developed POWER ON Digital Magazine for Roland / Boss and Virtual Pedal Board desktop app
- Branding and art direction for Elixir Strings online marketing campaigns, seasonal promotions and guidebooks.

Travis Talley

The GateWorks Group (GateWorks, Visometrix, iSoftware360) • Rancho Santa Margarita, CA Jan. 2008 – June 2012

Art/Creative Director

Managed and directed all web and print based projects from conception to completion while integrating with a development team and IT department. Designed and developed multiple websites and the GUI for all Windows, web-based and mobile software applications. Responsible for art direction of marketing campaigns, collateral design and trade-show applications. Effectively conceived the branding and identity development for multiple companies. Coordinated with vendors while managing and negotiating contracts and accounts.

Achievements

- Develop web template and software interface graphics for over 100 residential communities.
- Designed the graphic user interface of a custom software suite developed for Securitas Ltd.
- Developed the identity, branding applications and websites for 3 GateWorks owned companies.

Home Depot Supply / White Cap • Costa Mesa, CA Sept. 2004 - Jan. 2008

Art Director / Production Manager

Project manager for the Contractor Trader, a national bi-monthly sales publication. Directed a team of designers from conception to final production for 12 national regions. In charge of development and design layout, press checks, print account management, distribution, photo direction, editing and proofing. Also responsible for catalog design, photography, marketing materials and exhibition / trade show design.

Achievements

- Directed and managed a publication with a circulation that ranged up to 500,000 copies.
- Worked with a design team to organize a rebranding campaign for Home Depot Supply.

Penn-Elcom • Garden Grove, CA May 2002 - Jan. 2004

Production Manager / Graphic Designer

Developed a new corporate identity and designed collateral materials, business cards and all branding applications. Managed the production of all annual and supplemental catalogs, web design and Flash splash page development. In charge of digital photography, photo color correction and manipulation, advertisement layouts and printed materials. Experience with print account management and trade show/ exhibition design.

Achievements

- Managed the photography and production of a 377 page product catalog.
- Implemented an HTML based advertising and email marketing program.

Unfiltered Design • Freelance Web and Print Design 2001-

Owner / Graphic & Web Designer

Technical Proficiency

Over 25 years of Apple/Mac and PC experience. 15 years of Mac troubleshooting and maintenance. Experience integrating HTML and CSS with .NET, XML and JavaScript applications. Expert Knowledge of Adobe Creative Suite.

InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat Pro, Premiere, Adobe DPS, QuarkXpress, Flash, Fireworks, HTML, CSS, Microsoft Word, Microsoft Design, Microsoft Excel, Wordpress, Power Point, FTP Client Software, Parallels