



TRAVIS KINNISON

Creative Designer

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PROFILE

I am a multi-disciplined, visionary designer with 11+ years of experience who is known to wear a variety of hats throughout any given day. I have solid experience in logo design, identity systems, branding strategy, tradeshow design, package design, print and digital marketing campaigns, 3D illustrations and animations, with product design and UX/UI design thrown in for good measure. I've worked for corporate America and also have experience in advertising agency settings.

EXPERIENCE

KINNISONDESIGN.COM
 May 2002 - Present

FREELANCE DESIGNER
 Specializing in logo design, identity systems, print collateral, 3D illustrations and animation.

Clients include:
 Dean's Landscaping
 McGohan Brabender
 Xenia Nazarene Church
 Tippecanoe Farmers' Market

LASTAR, INC.
 January 2006 - Present

DESIGN SUPERVISOR
 Oversee all aspects of the creative design department. Responsible for delegating assignments to three direct reports, manage vendor relationships, and ensure that all visual brand standards are adhered to across two global brands. Collaborate with product, sales, and marketing teams to create unique product designs and engaging marketing campaigns within budget. Responsible for the complete rebranding of the Cables To Go brand, including product design, UX/UI design, brand style guides, tradeshow booths and print collateral and digital assets.

IMAGINATION
 Oct. 2004 - Feb. 2005

FREELANCE DESIGNER
 Used my design and 3D skills to help create an extensive advertising campaign for a world renown golf company as well as many other smaller local projects. Worked on everything from conceptual phases, production, and final press-ready art.

PRATT INDUSTRIES
 January 2002 - Aug. 2004

GRAPHIC DESIGNER
 Responsible for creating ALL graphics for POP displays and other corrugated packages for major brand names in a very tight, deadline driven environment. Also responsible for generating photo-quality 3D renderings in Strata3D of retail displays for clients for proof of concepts before production or to show our company capabilities to gain their business. Went on customer visits with sales team to collaborate and gain insight into customer needs.

INDIANA WESLEYAN UNIV.
 Oct. 2002 - May 2004

ADJUNCT PROFESSOR
 Taught three semesters of junior/senior level Computer Typography and Commercial Layout and Design covering all aspects of typography and page layout. Responsible for the creation of all curriculum and grading.

EDUCATION

INDIANA WESLEYAN UNIVERSITY – MARION, IN
 (B.S. Science, Graphic Design); 1998 – 2002

SOFTWARE SKILLS

ILLUSTRATOR Expert level	AFTER AFFECTS Great working knowledge
INDESIGN Expert level	DREAMWEAVER Good working knowledge
PHOTOSHOP Expert level	FLASH Working knowledge
STRATA3D Expert level	CINEMA4D Some working knowledge
MICROSOFT OFFICE Expert level	VIACAD 2D/3D Some working knowledge
KEYNOTE Expert level	

AWARDS

BRONZE ADDY, 2012; Brochure Design
 BRONZE ADDY, 2012; Calendar Design
 CREATIVE EXCELLENCE AWARD WINNER, 2012;
 Lastar Inc.
 BRONZE ADDY, 2009; Brochure Design
 BRONZE ADDY, 2009; Package Design

“Without a doubt, Travis has a vast set of skills and is one of the most versatile and creative designers that I have worked with.”

Konstantin Khitrik, Marketing Manager
 Zumetrics

References available upon request