

TLR Travis Louis Richards

travisrichards@gmail.com
www.travis-richards.com
407.361.1663

Design Skills

Photography & Editing,
Illustration, Typography,
Copywriting, Layout Design,
Icon Design, UI & UX Design

Proficiencies

Photoshop, Illustrator,
InDesign, After Effect,
Captive, Blender
HTML5 & CSS, Javascript

Experience

Pit Viper Sunglasses | Junior Graphic Designer | May 2020 - Present

As a member of a small design team with Pit Viper, work involved many different tasks, including animation, print design, social media & web marketing design, writing HTML and more. Day to day work required a sound understanding of brand aesthetics and self-starting workflow.

Tandem Design Lab | Contract Graphic Designer | May 2019 - Present

Worked as a freelancer for a local design studio, designing print and digital materials for small businesses and local clients in the Summit County region. Work sometimes involved stepping in on client meetings with directors to provide input and insight on design decision making.

Vail Resorts | Lead Photographer | November 2017 - Present

Responsible for both coordinating and performing daily photography needs, as well as managing data backups, photo editing, customer service, and using design skills to assist in projects with the marketing teams to create promotional items for the resort.

LEO Learning | Digital Designer | April 2018 - January 2019

Creation of graphics for e-learning courses. Required an understanding of user interaction, and ability to follow established art direction while innovating where possible. Seized opportunities to make an impact on project-wide problem solving even while in a junior graphics role.

Ski Butlers | Ski & Snowboard Technician | 2018-2019 Ski Season

As a Rossignol Certified Ski & Snowboard Technician, learned the fine details of tuning, maintaining and preparing skis and boards for use. Success on a day-to-day basis required excellent customer interaction skills, an ability to manage time efficiently, and an attention to detail to complete duties competently, concisely, and maximize customer satisfaction.

UF Dean of Students Office | Graphic Designer | 2015 - 2017

Produced graphics for social media, web, print, and internal use graphics. Challenged with staying within university brand guidelines while creating engaging visual end products. Iterative critiques, resource coordination, and collaboration with colleagues were constant concerns.

Red Monkey Marketing | Contract Graphic Designer | 2015

Design position at a marketing and promotional production firm. Created mock-ups and layouts for promotional items, and designed ad content for web and print that were published en masse.

Swamp Records | Design Director | 2014 - 2017

Acted as a design leader at a record label at the University of Florida. Responsibilities included creating promotional materials and developing branding for artists and events, and coordinating other team members and design resources, while offering feedback, leadership, and assistance

Vox Graphis | Vice President | 2013 - 2017

Club centered around interacting with professional designers, building a professional network, and sharpening design skills among peers. As vice president, duties included coordinating club resources, communicating with design professionals and mentoring junior club members.

Freelance Designer | 2010 - Present

Worked with a multitude of clients, developing new brand identities and establishing a visual language for various professionals and businesses. All work involved writing creative briefs to clarify design objectives, as well as adapting to feedback.

Education

University of Florida | BFA in Graphic Design

Hand-picked from a large group of applicants to be part of a highly competitive graphic design program. Work involved conceptual design thinking, honing craft extensively and sharpening various design skills. Technical execution and design-oriented storytelling were paramount.

University of Florida | Minor in Entrepreneurship

Pursued additional coursework at the University of Florida focused on business development, finance, management & marketing principles, and design-thinking business problem solving.