



# TRAVIS HENSON

ART DIRECTOR / ACD

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## BIOGRAPHY

I have a passion for out of the box thinking that isn't your run-of-the-mill creative. I enjoy highly engaging experiential campaigns such as the one I worked on for Corning Gorilla Glass at Doremus. It included an Augmented Reality Game campaign that partnered with Imagine Dragons that led to a live concert event, spanned multiple days online, and the real world.

## EXPERIENCE

- **SENIOR ART DIRECTOR / ACD**  
**Doremus | May 2018 - May 2020**

Main clients and high-level projects included:

**Intel** - Video spots, Video Direction, Website, Out of Home, Social, Animation, Event and Experiential Campaigns, Conception, Creative Direction, and Project Pitches.

**Corning** - Digital and Live Experiential Event Campaign that included a highly engaged ARG campaign partnering with the huge Rock Band "Imagine Dragons" that led to a live concert event in Vegas at the Cosmopolitan and spanned multiple days.

I was an instrumental part of the pitch team that pulled in multiple large new business accounts and projects including existing client roster as well as leading a team of Designers, Art Directors, and Freelancers. (Intel, Corning, Epson, IBM, Polycom, Cisco, Shell, Lego, and Carrier)

- **SENIOR ART DIRECTOR**  
**Organic | October 2017 - May 2018**

I worked with clients HP and Wells Fargo developing social creative along with video work, concepting 360 campaigns and landing pages. Worked alongside the Creative Director and critiqued the concepts prior to release. Mentored my team of Art Directors, Designers, and Copy Writers.

- **SENIOR GRAPHIC DESIGNER / ART DIRECTOR**  
**Deep Focus | June 2015 - May 2017**

I wore many hats at Deep Focus and the most notable included concepting multiple Augmented Reality Games for Intel that spanned across Facebook, Web, Instagram, and Twitter. I performed other duties such as cutting case study reels, drawing up storyboards to concepting executions for (digital/online) ads and directing photography/videography shoots.

**Other tasks included:**

Lead Designer and Art Director for pitches and RFP's. (Samsung, Peets Coffee, Hulu, Neutrogena, Sofi, Saban's Power Rangers, Lyft, Melt, Nike, Salesforce, Intel) Weekly social production and event coverage work for Intel, and Salesforce.

- **LEAD GRAPHIC DESIGNER**  
**Beanstock Media | February 2013 - June 2015**

I managed, designed, and provided creative input into all incoming marketing material for Beanstock Media and their product Helix. Projects such as rebranding Beanstock Media, template designs, sales collateral, presentations, tradeshow materials, out of home billboards, style guides, website and UI design. My main task was concepts, and designs for Rich Media ads using Celtra technology.

- **GRAPHIC DESIGNER**  
**YouTube | September 2012 - December 2012**

Graphic designer for the Audience Development team and designed internal collateral, logo development and web design.

## SKILLS

Adobe Suite, Sketch, Microsoft Suite, HTML, Flash, Java, Photography, Videography, Video Editing, Sound Mixing, Creative Direction, Art Direction, Video/Camera Direction, Multimedia, Animation, Storyboarding, Traditional / Digital Advertising, and Social Media.