



**TRAVIS
HENSON**

ART DIRECTOR / CD

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BIOGRAPHY

I have a passion for out-of-the-box thinking that isn't your run-of-the-mill creative. Campaigns like a highly engaged experiential campaign that I did for Corning Gorilla Glass, working for Doremus. It included an ARG campaign that partnered with Imagine Dragons that lead to a live concert event and spanned multiple days online and in the real world.

I also was on the Doremus pitch team that brought in multiple large clients, campaigns, and other projects that included leading a team of Designers, Art Directors, and Freelancers on most work.

Most recently as an Art Director / ACD at Logitech, I've conceived and produced multiple product global launches that include live-action video, CG animation, lifestyle photoshoots, tool kits, and production while mentoring and overseeing mid-level creatives on their shoots.

EXPERIENCE

- **SENIOR ART DIRECTOR / ACD**
Logitech | Jan 2021 - Current

Live-action video and CG spots, Video Direction, Full campaigns, Conception, Creative Direction, and Pitches for multiple product launches that include B2B, B2C, Social, Retail, PDP, and toolkits. Mentored and guided our mid-level and jr creatives on shoots and in general.

- **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 lead to a live concert event in Vegas at the Cosmopolitan and spanned multiple days.

On the pitch team that pulled in multiple large new business accounts and projects including the existing client roster. (Intel, Corning, Epson, IBM, Polycom, Cisco, Shell and Carrier)

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

Clients included HP doing social static along with video work and Wells Fargo conceptualizing campaigns and landing pages. Mentored my team of Art Directors, Designers, and Copy Writers. Worked alongside the CD and touched every project that came into the door.)

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

I wore many hats at Deep Focus. From cutting case study reels, drawing up storyboards to conceptualizing executions for ads. I had the pleasure to concept and produce do some amazing activation's such as social platform hacks and augmented reality games as well.

Other tasks included:

Art Direction on shoots and creative

Lead designer / creative and deck design for pitches and RFP's. (Samsung, Peets Coffee, Hulu, Neutrogena, Sofi, Saban's Power Rangers, Lyft, Melt, Nike, Salesforce, Intel)

Weekly social production work for Intel and Salesforce

Event coverage for Salesforce and Intel social

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

Designed everything that came through the door. Including rebranding Beanstock Media, designed all templates, sales collateral, presentations, Tradeshow materials, OOH, style guides, website and UI for "Helix" product. My main task was concepting and designing Rich Media ads using the technology "Celtra".

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

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