



TRAVIS HENSON

Art Director / Associate Creative Director

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ABOUT ME

Creative leader with a passion for bold ideas and breakthrough storytelling. I bring over a decade of experience across global brand campaigns, experiential activations, and integrated marketing. Adept at driving cross-functional teams, shaping compelling narratives, and delivering high-impact creative across channels. Comfortable in the pitch room or on set -- always pushing ideas further.

EXPERIENCE

- **SENIOR ART DIRECTOR / ACD**
Logitech | Jan 2021 - July 2024
 - Led conception and creative direction for multiple global product launches across B2B, B2C, and Brand
 - Directed CG, Digital and Live-Action campaigns across digital, retail, PDP, and social platforms
 - Partnered cross-functionally with product, strategy, and production teams
 - Mentored and supported junior creatives across video shoots and campaign development
- **SENIOR ART DIRECTOR / ACD**
Doremus | May 2018 - May 2020
 - Created campaigns for Intel, Corning, Cisco, Shell, IBM, and Polycom
 - Directed video, Conception, OOH, animation, social, experiential, and live events
 - Contributed to winning new business across major tech and B2B accounts
- **SENIOR ART DIRECTOR**
Organic | October 2017 - May 2018
 - Concepted and designed social and digital campaigns for HP and Wells Fargo
 - Mentored a team of art directors, designers, and copywriters
 - Collaborated closely with the CD on strategy, ideation, and execution
- **SENIOR GRAPHIC DESIGNER**
Deep Focus | June 2015 - May 2017
 - Led social campaigns, AR experiences, and video edits for Intel, Salesforce, Hulu, Lyft, Nike, and more
 - Produced case study reels, storyboards, and high-concept activations
 - Served as lead designer for new business pitches and RFPs
- **LEAD GRAPHIC DESIGNER**
Beanstooock Media | February 2013 - June 2015
 - Handled end-to-end creative: branding, UI/UX, OOH, sales collateral, and tradeshow materials
 - Designed and executed rich media ad units using Celtra
 - Rebranded agency identity and built design systems across touchpoints
- **GRAPHIC DESIGNER**
Youtube | September 2012 - December 2012
 - Designed internal collateral and web assets for the Audience Development team
 - Assisted with logo development and branding initiatives

SKILLS & CAPABILITIES

Creative Direction - Campaign Concepting - Brand Strategy
Video Direction - Social & Digital Design - Experiential Activation
Mentorship & Team Leadership - Pitches & New Business
Adobe Creative Suite - Figma - Celtra - Art Direction on Set
Photography & Videography - Post Production - Editing