

TRAVIS CARAVAN

Senior Graphic Designer

📞 203-216-0299 @ travis.caravan@gmail.com 🔗 linkedin.com/in/caravan
🌐 caravancreates.com

SUMMARY

Creative Strategist and Senior Graphic Designer with 15+ years of experience in visual storytelling, strategic branding, and 360° campaigns. Passionate about blending traditional design with AI and inclusive principles to drive brand visibility and foster connection across diverse audiences. Proven ability to lead impactful, cohesive campaigns for global brands, combining artistic direction with a strong focus on user experience.

EXPERIENCE

Freelance Designer 07/2024 - Present

Feast, Newday Communications

Norwalk, CT

- Design support and creation for Diageo Clients on multiple projects
- Developed PowerPoint templates for large client meetings
- Custom logo design and icon illustration
- Executed 3D renders for large format displays using AI to enhance design
- Enhanced brand visibility through creative digital campaigns using Adobe Creative Suite and Figma
- Cultivated use of AI tools to conceptualize and enhance design challenges

Senior Art Director 01/2022 - 07/2024

Recruitics

Norwalk, CT

- Integrated DEI insights from recruitment experience to create more inclusive, engaging designs across diverse audiences
- Collaborated with renowned brands like Noom, CommonSpirit Health, Dunkin', Alamo Drafthouse and GoTo to increase brand visibility with Social, OOH and Value Propositions
- Conceived 100's of captivating organic and paid media graphics as well as career websites, enhancing brand visibility, ensuring cohesive campaigns
- Conceptualized 10+ Employee Value Propositions with engaging imagery and copy
- Drove increased brand engagement with a redesign of Dunkin's career website increased traffic by 384%, with an 81% rise in application clicks
- Directed Dollar Tree photo and video shoot aligning with brand vision for new career website

Freelance Designer 07/2019 - 01/2022

Multiple Clients

Norwalk, CT

- Generated 100's of ideas for logos, brochures, websites, and advertisements
- Streamlined 20-40 projects with tight deadlines and increased revenue by 20% in one month
- Delivered versatile design solutions for diverse clients including Caliva (cannabis), Zarbee's (wellness), Diageo (spirits), Dr. Bank (finance), and Philips (technology)
- Collaborated closely with clients to understand requirements and budgets
- Managed diverse design projects from concept to production, adapting to varied brand voices and industries

Senior Art Director 10/2013 - 07/2019

Catapult marketing

Norwalk, CT

- Spearheaded cross-functional collaborations for annual planning and consumer programs, aligning with agency objectives
- 1000s of pieces of collateral created for year-long campaigns for ABI InBev's beverage brands, targeting key accounts like 7-Eleven, Circle K, and Buffalo Wild Wings
- Elevated and led Family Dollar Stores rebrand, creating an inclusive visual identity across logos, displays, and digital platforms, resonating with diverse customer demographics
- Customized 100s of emails and social graphics for year-long programs for Family Dollar
- Multiple photo shoots, video shoots, and live events, where I provided art direction to photographers, producers, and directors

Art Director 06/2012 - 10/2013

The Marketing Arm

Greenwich, CT

- Create layouts for email campaigns, direct mail, social media
- Developed 50+ 360° campaigns for shopper ideas as well as create layouts and presentations
- Enhanced creation of point of sale displays, websites, and logos
- Participated in status meetings and client meetings
- Boosted sales and brand recognition through engaging POS materials

AWARDS

Dunkin' We're All In'

2024 IAC Award: First Place: Best Food Industry Integrated Ad Campaign

Dunkin' We're All In'

2024 Rally® Award: First Place: Best Employer Brand Launch

CERTIFICATION

AI-Aided Graphic Design

ELVTR with James Hurst

EDUCATION

Associate's Degree, Graphic Design

Paier College of Art

SKILLS & STRENGTHS

🔹 Design & Software Proficiency

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- Keynote
- PowerPoint
- Animation

🔹 Digital & Print Expertise

- Digital design
- Print design
- Large-format displays
- Brand identity
- 360° campaign strategy

🔹 AI & Emerging Tech

- Midjourney
- ChatGPT
- Other AI tools

🔹 Project Management

- Asana
- JIRA
- Teams
- Slack

🔹 Collaboration

- Cross-functional teamwork
- Creative problem solving
- Attention to detail
- Adaptability
- Leadership