

www.artforindustry.com

TRAVIS CAIN

608-658-8448
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EDUCATION

University of Wisconsin

BA Graphic Communications, graduated 1993 with honors

School of Visual Arts, New York, NY

MFA Design, graduated 2004 with honors

WORK EXPERIENCE

Senior Art Director, Kiehl's Since 1851

New York, NY, April 2008 - Present

Responsible for window and all print design for Kiehl's
Global Branding DMI Group.

Senior Designer, Planet Propaganda

Madison, WI, February 2005 - April 2008

As a multi-disciplinary firm, I worked on a diverse range of projects such as: packaging, broadcast and print advertising, web, motion design, printed collateral, product design, restaurant, and identity design. Also responsible for overseeing and directing a Junior Designer and Design Interns. Clients include: PunchStock/Getty Images, Jimmy John's Restaurants, Capitol/EMI Records, Harley-Davidson, KidRobot, MTV Networks, and Matrix Fitness Systems.

Freelance Senior Designer, Kiehl's Since 1851

(A Division Of L'Oreal)

New York, NY, October 2004 - January 2005

Design of marketing materials, retail point-of-purchase
and window displays for Kiehl's stores worldwide.

Freelance Senior Designer, Teen People Magazine

New York, NY, August 2004 - October 2004

Design, layout and art direction of features, pull-out specials
and zines. Art direction and assignment of illustration work.

Freelance Designer, We Are Gigantic (formerly PowellNY)

New York, NY, October 2003 - June 2004

Design firm owned by former Fallon Worldwide Creative Director,
Neil Powell. I worked with clients such as: Sundance Channel,
Rheingold Beer, Penguin/Viking Books, and Aurora Foods.

Design Intern, Number Seventeen

New York, NY, May 2003 - August 2003

Assisted in the design and production of both print and motion graphics
for this small and intensely creative boutique design firm.

Owner/Art Director, Click! Visuals

Green Bay, WI, 1995-2002

I was an owner of this design firm for more than seven years. In addition to being
responsible for the majority of design work, I assisted in day-to-day operations,
managed staff of 3 employees, worked directly with clients and met with potential
new business, coordinated technical production aspects of both print and web
design, and designed and produced all firm self-promotional materials.

AWARDS

Graphis Poster 2008-09 GOLD

Weiden + Kennedy 40 2008

The One Show Design (2) Merit Awards 2007

Communication Arts Design Annual 2007

Graphis Design Annual 2007 GOLD

ID Magazine Annual Design Review 2007

PRINT Magazine Regional Design Annual (Multiple)

HOW Magazine International Annual of Design (Multiple)

Neenah Paper Company GOLD

PUBLICATION

Graphis Branding USA

December 2007

My work is included in a section featuring the design work of Planet Propaganda

Design Matters: Brochures 01: An Essential Primer for Today's

Competitive Market 2007

Logos: From North to South America

April 2006

Several of my logomarks were chosen for publication in this compendium

EXHIBITS

Design Life Now – The National Design Triennial

Cooper-Hewitt National Design Museum

New York, NY, 2006-2007

My Dunny designs were chosen and produced by KidRobot as limited-edition
museum souvenirs

Designer as Entrepreneur, School of Visual Arts Gallery

New York, NY, Spring 2004

MFA Design Thesis Exhibition

SVA 3D Design, The Art Director's Club

New York, NY, Spring 2003

Group exhibit of chair and table designs

AMC Network's TVs For Movie People Exhibit

Grand Central Station, Vanderbilt Hall

New York, NY, Fall 2003

Group exhibit of custom-designed TVs inspired by movie moments

TECHNICAL

Skilled in the use of:

Adobe Illustrator Adobe Photoshop

Adobe InDesign Microsoft Office

References available upon request