

TRAVIS CAIN / CREATIVE DIRECTOR

Work Experience

- 08/10 - Present **Assistant Vice President / Global Creative**
Kiehl's Since 1851, a division of L'Oreal Luxe
New York, NY
Oversee all aspects of store window, print, packaging, online, and video design for the Global Brand Group. Conceptualize and art direct photo shoots and videos, oversee design of in-store and window animations, relay all monthly window and design requirements to more than 300 free-standing and department stores worldwide. Oversee staff of three art directors and a large group of freelance designers.
- 04/08 - 08/10 **Senior Art Director / Global Creative**
Kiehl's Since 1851, a division of L'Oreal Luxe
New York, NY
- 12/06 - Present **Collectible Toy Designer**
KidRobot
New York, NY
I have designed several toys for the collectible vinyl toy powerhouse including Dunnys and two sets of my own series of toys, the "bffs"
- 02/05 - 04/08 **Senior Designer**
Planet Propaganda
Madison, WI
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. I supervised and directed a junior designer and design interns. Clients included: Getty Images, Jimmy John's Restaurants, Capitol/EMI Records, Harley-Davidson, MTV Networks, and Matrix Fitness Systems.
- 08/04 - 12/04 **Freelance Senior Designer**
Teen People Magazine
New York, NY
Design, layout and art direction of features, pull-out specials and zines. Art direction and assignment of illustration work.
- 10/03 - 06/04 **Freelance Designer**
PowellNY
New York, NY
I worked with clients such as: Sundance Channel, Rheingold Beer, Penguin/Viking Books, and Aurora Foods.
- 01/95 - 07/02 **Owner/Art Director**
Click! Visuals
I was a partner in 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 three employees, worked directly with clients and met with potential new business. Coordinated technical production aspects of both print and web design, and produced all self-promotional materials.

Contact

608-658-8448
tcain@artforindustry.com
www.artforindustry.com

Education

University of Wisconsin
Graphic Communications
+ Honors

School of Visual Arts,
New York, NY
MFA Design
+ Honors

Awards

Graphis Poster GOLD
The One Show Design
Communication Arts
Design Annual
Graphis Design Annual
ID Magazine Annual
Design Review
PRINT Magazine Regional
Design Annual
HOW Magazine International
Annual of Design
Neenah Paper GOLD

Publications

Typography Sketchbooks
by Steve Heller

I Am Plastic, Too
by Paul Budnitz

*Becoming a Graphic Designer:
A Guide to Careers in Design*
by Steve Heller

Graphis Branding USA

References

Available on request