
TRAVIS ANDERSEN

A passionate, skilled Visual Designer creating engaging user experiences. Creative problem solver with a natural talent for identifying hidden and creative ways to solve client's design challenges. A talented self-starter with 10+ years of experience consulting with various businesses including start-ups and Fortune 500 clients.

EXPERIENCE

Mindbogl Design > 2002 - Present

Art Director and designer for self-owned small business specializing in exceptional user experiences with engaging graphic design and branding.

Worked with variety of business—Solo to Fortune 500—focusing on identity and brand building.

Significantly improved brand recognition and positioning via responsive site experience; simplified user interaction and created engaging print campaigns.

Doubled page views, increased visit length, and improved user flow by redesigning outdated, off-brand website for quickly growing start-up in competitive industry.

Nordstrom > 2015 - 2016 *Media Specialist*

Collaborated with Instructional Designers to promote engagement and improve the Learning Experience — interactive eLearning, custom graphics, video production, infographics, job aids—that aligned with Nordstrom brand, core values, and culture.

Used cohesive print and digital presentation to improve cultural engagement and content retention for new hires via overhauled on-boarding.

Improved user experience via tailored design and motion graphics by consulting with instructional designers and key stakeholders.

Simplified complex internal communication campaigns of key corporate initiatives—digital interactions, presentations—in union with executive management

SKILLS

Top-notch listening and creative problem-solving

Passionate and self-motivating

Exceedingly enthusiastic

Successful project management

Excellent collaborator and self-starter

Focused on continuous improvement

Art/Creative Direction

Logo and Identity Design

Responsive Web Design

Brand Development

Excellent Adobe CC skills / Photoshop / Illus.

Strong understanding of HTML/CSS

UI/UX centric design process

Wordpress

EDUCATION

Bachelor of Arts • Marketing

Western Washington University

VISUAL DESIGNER & BRAND SPECIALIST

