

TRAVIS ANDERSEN

I'm a driven and skilled creative player and coach with a natural talent for identifying unique solutions to complex design and brand development challenges. With 20 years of experience, I've helped brands from small shops to enterprise-level B2B and SaaS, position and refine their story and develop cohesive visuals that resonate with their audience in crowded markets.

EXPERIENCE

ExtraHop > 2017 - Present

Head of Creative Direction & Web

Rebranded the company and worked with C-level executives and the CMO during the launch of a new product and shift into new security markets.

Built, managed, and mentored the design and web development teams. Hired and developed talented designers and developers, improved cross-functional collaboration, instilled individual ownership and thorough research tactics using design-focused problem solving.

Developed brand guides and systems that helped steer the way for cohesive marketing assets and global campaigns at scale. Nearly every external facing marketing asset was produced by my team.

Led web strategy and UI/UX testing with agency and internal partners. Increased conversions on product demo over 30% in 1 year.

Executed on key strategies with agencies to ensure timely and on-brand execution of campaigns, tagline creation and major tv spots that drove awareness and organic web engagement by over 40%.

Directed several annual Sales-Kickoffs events including logo design, keynote presentations, art installations, way-finding and all over art direction and experience.

Collaborated across product, demand gen, sales to understand market opportunities and develop key strategies to connect and engage prospects.

Mindbogl Design > 2002 - Present

Creative Director and brand specialist

Worked with a physical therapist office to overhaul their visual brand and positioning, but more importantly helped them change the way they told their story to their prospects. I helped them restructure their product offering to better fit the needs of their customers while providing an easier path to recurring revenue-generating services.

Created a new visual brand, simplified the product heirarchy, and built an engaging new web site for a boat lift company. This was a messaging overhaul as much as a visual overhaul and it has not only changed the external appearance, but the internal perception. The company is attracting better candidates and the SVP of Marketing said "You took the look of the company from Buick to Tesla."

Partnered with The VP of People for one of the most well-known insurance companies to revamp internal newsletters in several cross-state regions. Together we developed new content structures, built flexible templates while adhering to their internal brand guidelines. We increased engagement rates by 40% and paved the way for several successful team-building and community-facing events.

Consulted and rebranded numerous wedding industry vendors including photographers, bands, florists and planners. Nearly all of these clients came way of referral and I believe this is a testament to consistent quality and focus on each client to develop their unique story and brand and being a valued strategic partner.

C R E A T I V E L E A D E R + B R A N D S T R A T E G I S T



S K I L L S

Hard Skills

Creative/art direction
Logo and identity design
Storyboarding
Digital (motion) and Print ads
Responsive web design
Brand positioning
Brand and messaging strategy
Excellent Adobe CC skills / Photoshop / Illus.
Strong understanding of HTML/CSS
UI/UX and data centric design process
Microsoft and G-suite
Wordpress and CMS

Soft Skills

Empathetic Leader
Strong talent developer/collaborator
Top-notch listening and creative problem solver
Passionate and self-motivating
Exceeding enthusiastic influencer
Strong presenter and communicator
Thorough project manager
Focused on continuous improvement

E D U C A T I O N

Bachelor of Arts • Marketing
Western Washington University

Codecademy Bootcamp
Frontend Web Development

C R E A T I V E L E A D E R + B R A N D S T R A T E G I S T

