

www.artforindustry.com

## TRAVIS CAIN

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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*