



Travis Root

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Design & Marketing Experience

Freelance Designer in Chicago, IL

May 2021 - present

- Created polished ads, motion graphics and print designs for startup companies, large corporations, and local nonprofits
- Handled contracts, invoices, ROI reporting, employee training and some campaign coordination

Creative Lead @ Xtend, Inc

June 2019 - May 2021

- Redesigned the corporate branding system and website
- Created custom materials for credit unions nationwide
- Implemented a company-wide project management system
- Hosted interactive design seminars with my team

Art Director @ Media Sandbox

May 2017 - February 2018

- Led a small, talented team of MSU media students
- Worked with sponsors and researchers to create branding systems, infographics, animations, events, etc
- Won a Gold Addy with my team for an ad campaign

Graphic Designer @ Michigan State University

May 2015 - May 2017

- Led design for MSU Recreational Sports & Fitness Services
- Created ads, promotions, and informational materials
- Planned events and branded event giveaways

Other Experience

English Teacher @ ECC Foreign Language Institute

February 2018 - April 2019

- Taught English in Nagoya, Japan
- Planned lessons for students age 5 to 65
- Wrote articles published in the company magazine

Education

Michigan State University

August 2013 - May 2017

- B.A. with Honors
- Creative Advertising major
- Graphic Design minor

Skills

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Premiere, After Effects, Media Encoder, XD & alts like Figma and Pixlr)
- HTML, CSS and light frontend UX
- Microsoft Office & Google Workspace
- Google Analytics & Search Console
- WordPress & Wix
- Salesforce Marketing Cloud, especially Email Studio and Social Studio
- Trello, Twist & Basecamp

Things I'm a Huge Nerd About

- American architecture
- Video game design
- Trains & transit
- Funk music

