



TRAVIS FRANCIS

GRAPHIC DESIGNER






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WHO IS THIS TRAVIS YOU SPEAK OF?

I love typography and typography loves me, together we have an amazing relationship. I take a more minimal approach when it comes to my designs, I like to keep it simple. My eye for design is really strong, simply because I believe there is always room for improvement. I love to challenge my creative thinking so I am constantly observing and analyzing designs wherever I go. Brand Identity and Logo design is another love of mine. To me, they present a challenge similar to a puzzle which I find very intriguing. I have a strong fire that burns bright for anything design related.

INTERESTS/LIKES

-  Basketball
-  Anime
-  Video Games
-  Music
-  Battle Rap

EDUCATION:

New York City College of Technology,
Brooklyn, NY

Pursuing a Bachelor of Arts in Graphic Design

August 2011-2017

High School of Graphic Communication Arts,
Manhattan, NY

Regents High School Diploma

September 2007-June 2011

EXPERIENCE:

Freelance

Lead Graphic Designer/Art Director

Creating/assisting in company brand identity

Logo, posters, business cards and merch design

Brooklyn Bodygear

Lead Graphic Designer/Art Director

September 2016-Present

Created company brand identity, logo design and sketches.

Created company packaging design

KannaKart

Remote Graphic Design Internship

August 2016-January 2017

Assisted in company brand identity, logo sketches.

Created company business cards.

Created social media graphics and flyers.

Communicated using Skype platform.

Clive NY

Graphic Design Internship

February 2016

Assisted in company branding, logo sketches.

Designed mockups of products.

Designed Layouts and presentations.

The Squeeze Juice

Freelance Designer

November 2015-December 2015

Re-designed popular juice labels.

Created a style guide for the labels.

Maka Mobile

Freelance Designer

September 2014-December 2014

Logo design for a startup company.

Pitched multiple design ideas to the founder and co-founder.

Professional Skills

