

W. TRAVIS WALTERS

CREATIVE DIRECTOR

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GOAL

To join a forward-thinking company in the retail & packaging industry, driving innovative design & branding solutions that create impactful consumer experiences & elevate market presence.

SUMMARY

Experienced Creative Director with over 15 years of expertise in the retail and packaging industry. I am best known for:

- Strategic creative solutions
- Proven leadership & team development
- Cross-functional collaboration
- Art direction & design expertise
- Campaign management and execution
- Digital, print & multimedia production

What else? Avid baseball & football fan. Recreational runner. Skilled freehand illustrator. Aspiring car mechanic.

SKILLS

- Product Innovation
- Project / Account Management
- Creative Concept Development
- Branding/ Identity
- Strategic Design Driven
- Presentation of Creative Content
- Time Management
- Retail Packaging & Display Design
- Typography
- Adobe Creative Cloud
- Cinema 4D
- 3D Studio Max
- Free-Hand Sketching & Illustrating
- Wacom Tablet Use
- 3D Printing & Ultimaker Cura
- Windows & Mac Operating Systems

EDUCATION

AUBURN UNIVERSITY

August 2008 - December 2012 | Auburn, AL
• Bachelors Degree - Industrial Design

ADDITIONAL INFO

EAGLE SCOUT - 7 PALM
Troop 14 - West Chester, PA

EXPERIENCE

CREATIVE DIRECTOR

Berkley Industries, Inc. | Bentonville, AR | December 2023 - Present

- Spearhead creative vision for retail displays, custom packaging & signage as leader of Berkley's design center in Northwest Arkansas.
- Responsible for every aspect of creating Walmart's 2024 Annual Event style guide - Its successful launch grossed \$8mm in sales & Walmart's Walmart's re-commitment and award of the program to Berkley in 2025.
- Develop & present innovative in-store retail experiences for major entertainment brands, including Disney, Universal, and DreamWorks, aimed at enhancing customer engagement & driving future sales success.

CREATIVE DIRECTOR

Pratt Industries | Atlanta, GA | October 2017 - December 2023

- Managed Pratt Retail Specialties creative team (8 graphic, industrial, structure & production designers) to develop brand strategies for customers & projects.
- Oversaw scope of work in Retail, Ecomm & Cold Chain divisions resulting in combined \$350MM profits for Pratt Industries.
- Led 4 separate semesters (2015 - 2019) of corporate-sponsored design studios at Auburn University's School of Industrial and Graphic Design.

PROJECT MANAGER

Pratt Industries | Atlanta, GA | December 2016 - October 2017

- Managed the coordination & completion of Pratt's first national launch to 4,000+ Walmart retail locations, resulting in over \$100MM in gross sales to date.
- Responsible for all aspects of the project including deadlines, assign responsibilities & monitor and summarize progress during daily progress meetings.
- Worked with sales, sourcing, design, operations & upper level management teams. to ensure deliverables met the applicable scope and budget.
- Designed 'Fabrication Cards' to assist Pratt operations teams & distribution centers build consistent, quality products required by Walmart's high retail standards.

INDUSTRIAL & GRAPHIC DESIGNER

Pratt Industries | Atlanta, GA | July 2014 - December 2016

- Created logos, branding, renderings & production art for product labels, retail displays, & packaging for on-shelf retail items.
- Built & developed 3D CAD/ rendering capabilities for Pratt Retail Specialty Division.

DESIGNER

Art Guild, Inc. | West Deptford, NJ | January 2013 - June 2014

INDUSTRIAL DESIGN INTERN

Metaphase Design Group | Saint Louis, MO | May 2012 - August 2012

DESIGN CO-OP

Johnson & Johnson | Morris Plains, NJ | June 2011 - December 2011

REFERENCES

Available upon request.