



FREDDY TRAVIS

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WORK EXPERIENCE

- Critical Mass • Apple** Senior Designer
2020-Present Currently working at Apple with their launch team to help create new experiences on Apple.com and the Apple Store App.
- The Marketing Store** Senior Art Director
2017-2020 At the Marketing Store, I designed multiple new product releases for McDonald's that required photoshoots, a new look & feel, and multiple in-store merchandising. I was also part of the digital menu innovation team that created and updated thousands of McDonald's menus across the US.
- ARC • Leo Burnett** Art Director
2015-2017 I worked with the McDonald's brand innovation team to develop the look and feel for digital menus for in-store, drive thru, and mobile. And I made a few Happy Meals along the way.
- FCB Chicago** Art Director
2013-2015 Worked as an Art Director under the Coca-Cola Company brands. Those include Coke, Sprite, VitaminWater, Fanta, and Glaceau. I also worked on Jack Daniel's team to help develop new creative ideas.
- FCB Chicago** Design Intern
Summer 2013 As an intern at FCB, I got to solve numerous design challenges on brands like Valspar, Hillshire Farms, KFC, and Think Thin.
- NSAC** National Student Advertising Competition
Fall 2011 Worked with other students to create an integrated advertising campaign for Nissan.

EDUCATION

- 2008-2013** Savannah College of Art & Design
Bachelor of Fine Arts, Advertising Design
Minor in Graphic Design

SKILLS & PROFICIENCY

Photoshop • Illustrator • Indesign • Sketch • Abstract