



JOSEPH R TRAVIS

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SUMMARY

Graphic Designer with proven abilities and experience in graphic page design, developed through years of creating weekly circular pages, collateral projects and in-store signage as well as logos, letterheads, business cards, illustrations, and other advertisements. Web Designer with experience creating web pages using HTML, CSS and Wordpress. A hard worker with a quickness to adapt to new challenges and the ability to work well in a fast paced, deadline oriented environment.

- Strong design and pre-press background.
- Efficient, with a commitment for accuracy.
- Experienced with page design and graphics programs.
- Knowledge of web design, multimedia design and photography.

PROFESSIONAL EXPERIENCE

BRISTOL COMMUNITY COLLEGE, Fall River, MA **February 2017-Present**
Supplemental Instruction Leader and Graphic Design/Web Design Tutor

Organized and lead group study sessions focusing on advanced web design. Assisted students taking classes in web design, multimedia design, publication design and digital photography in the use of programs such as Dreamweaver, InDesign, Photoshop, Illustrator, After Effects and Premiere Pro.

THE ALPHA GROUP, Norton, MA **April 2013-March 2017**
Temporary Worker

Performed various tasks and completed projects which required skills in Excel, Word, Photoshop, Illustrator and InDesign for company clients, as well as working closely with Product Photographer.

BRISTOL COMMUNITY COLLEGE, Fall River, MA **Summer 2015-Fall 2016**
Web Design Certificate Program

CAREER TRANSITION **July 2011-April 2013**

STOP & SHOP/GIANT SUPERMARKET CORPORATE OFFICE, Quincy, MA **1996-2011**
Graphic Artist (2007-2011)

Designed and executed circular pages, collateral projects, in-store signage and design projects such as logos and new circular formats which required graphic design skills for successful completion.

- During Brand relaunch, revamped circular page layouts using defined Brand standards that ensured a unified feel for all customer facing material.
- Worked with outside vendors including Procter & Gamble and Johnson & Johnson, and created circular ads highlighting vendor's product for promotions which increased sales.
- Transitioned between circular pages, learned the details of each departments product and used that knowledge to consistently produce accurate pages.
- Supported fellow artists through the transition between circular pages. Instructed them on the details of each department and how to utilize that knowledge for page design and versioning.
- Trained new hire on the programs and procedures used for circular and sign design which ensured a consistent approach and procedure.
- Produced all necessary versions of the weekly circular for over 500 stores that met company standards.

Circular Layout Artist (2002-2007)

Collected all product leads from sales merchandisers and designed page layouts, incorporating planned ad themes, artwork placement, typography, color usage and item emphasis.

- Developed a product database, that verified accuracy and consistency of product descriptions in the circular.
- During transition of circular page layout to QuarkXpress, learned to proficiently use the new software for updated circular design and pre-press procedures.
- Produced circular pages for new store openings and remodels which resulted in increased customer awareness and increased sales.

Circular Release Artist (1996-2002)

Created all necessary versions of the weekly circular for all Stop & Shop stores.

- Ensured that all circular pages met established deadlines and reflected accurate information.
- Analyzed leads and created a page version chart, which organized page version information into a more concise form for the Proofreaders.

VOLUNTEER WORK**BENJAMIN T.J. MILLS FUND, East Taunton, MA****Director of Graphic Design**

Responsible for the design and execution for all printed material and all use of the Ben's Fund logo.

- Developed a brand identity and designed branded brochures, business cards and customized stationary that increased public awareness of the Fund.
- Designed and produced print ready artwork for all fundraising events, including flyers, posters, t-shirts and other promotional materials which increased attendance and were essential for the success of the events.

Event Photographer/Videographer

Responsible for execution of photography and video documentation for all Ben's Fund fundraiser events.

- Set up photo galleries for use with Ben's Fund website and Facebook page that generated increased internet traffic and strengthened public awareness of the Fund.
- Produced videos for Ben's Fund and posted on YouTube which achieved greater internet traffic for Ben's Fund website and Facebook page and successfully promoted fundraiser events resulting in increased attendance.

EDUCATION

Web Design Certificate, Bristol Community College, Fall River, MA

Bachelor of Arts Degree, Franklin Pierce College, Rindge, NH

Bristol-Plymouth Regional Technical High School, Taunton, MA

COMPUTER SKILLS

MS Word

Indesign

Photoshop

After Effects

Excel

QuarkXpress

Illustrator

Premiere Pro

Acrobat

Pagemaker

Dreamweaver

PC & MAC