

NORA ROSE TRAVIS

CREATIVE DIRECTOR



Contact

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Brooklyn, New York

Personal Profile

In the world of creativity, taking risks is crucial. As a Creative Director, I've learned that the biggest ideas come from the boldest thinking. With over 17 years of experience under my belt, I've had the privilege of working with industry giants and leading teams to produce award-winning campaigns. My ability to see the potential in the unconventional and approach challenges with a fresh perspective has allowed me to deliver innovative solutions that exceed expectations. I'm a firm believer that creativity is limitless, and I am always eager to explore new horizons.

Work Experience

2013 -2023

P&P Omnicom
New York

Senior Vice President, Creative Director

- Developed multiple Cannes award-winning advertising and marketing campaigns by creating effective creative strategies and overseeing their execution.
- Managed day-to-day operations of a 10-person creative team and oversaw hiring and growth of a creative department of 60+ employees.
- Maintained brand standards and production across \$15 million of business by overseeing the entire production process from initial concept development to post-production editing and marketing.
- Crafted proposals and pitches that led to long-term client relationships and business by developing a deep understanding of clients' needs and goals.

2012 - 2013

Moment Design
New York

Art Director

- Tested product usability with UX research team and collaborated with cross-functional teams to design, code, test, report, and debug operations.
- Worked productively with Product Team to understand requirements and business specifications around Portfolio Management, Analytics and Risk.

2012

Hearst Magazine
New York

Art Director

- Supervised advertising and promotional campaigns from conception to completion, emphasizing customer solutions and satisfaction.
- Brought forth a deep understanding of branding, visual design, and digital marketing to create effective campaigns.

Work Experience Continued



2008–2012

Razorfish
Portland, Oregon

Art Director

- Collaborated with cross-functional teams to design, code, test, report, and debug operations, overseeing all aspects of the creative process from copy writing to design and execution.
- Brought forth a deep understanding of branding, visual design, and digital marketing to create effective campaigns.

Skills

- Strategic foresight
- Innovative direction
- Empathetic communication
- Team leadership
- Time optimization
- Rapid learner
- Collaborative team player

Interests



Passion Projects



Creative Director at BTFA Collective, Brooklyn

BTFA is a community-based arts non-profit that builds community and mobilizes resources to support Black trans femme artists

Creative Director at Kamsten, Brooklyn

Kamsten, a Brooklyn-based made-to-measure clothing brand, for the person who lives outside the boardroom, loves the sexiness of a sharp peak lapel, and wants to dress like they are the occasion.

School Education



2007–2009

Portland State
University
Portland, Oregon

B.S. in Graphic Design

Recipient of The Justin Eyerly Scholarship