



TRAVIS PATE | 671 FRANCISCO ST. | SAN FRANCISCO, CALIFORNIA 94133
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JOB EXPERIENCE

GYMBOREE GROUP | MAY 2017 - JANUARY 2019 - retail kids apparel and accessories.

SENIOR DESIGNER / MANAGER - *brand creative services* - design lead for Crazy 8 brand and Gymboree Group Corporate. Responsible for conceiving and producing all marketing needs for Crazy 8 including photography direction, campaign design, window and in-store signage, direct mail, print advertising, packaging and store support-related design needs in a fast pace environment. Worked lock-step with web, social, copy and marketing teams, providing seasonal brand guidelines, graphic assets and creative review. Also responsible for the redesign of Gymboree Group corporate identity including logo, collateral, presentations, signage, awards and environmental design.

RESTORATION HARDWARE | AUGUST 2015 - APRIL 2016 - luxury brand in the home furnishings marketplace.

CONTRACT SENIOR DESIGNER - *global brand packaging and signage for RH, RH Modern, RH Teen and RH Baby & Child stores* - design, develop and implement new promotions, store signage, product packaging, brand collateral, specialty projects and best practices.

PATE INTERNATIONAL | 2007 - PRESENT - award winning high-end brand design studio in San Francisco.

ART DIRECTOR AND DESIGNER - Tasks include conceiving, development and production of branding, packaging, websites, products, marketing collateral, environmental designs, art and photo direction, product photography, project management, copy writing, administrative duties, mock-up preparation, accounting, resourcing, new business development, finance, trade shows, press-checks, consulting, training, government compliance, and custodial engineering. Clients include, but are not limited to, Campari America, Diageo, Kadar International, and several super premium wineries.

EURO RSCG SF (FORMERLY KADIUM) | 2006 - 2007 - full-service interactive media.

PRODUCTION ARTIST - designed and produced digital assets, web pages, logos and printed materials. Projects include web work for Genentech, US Air Force and Sony ATV.

OTHER:

WINERY EXCHANGE - SENIOR DESIGNER MANAGER

SEPHORA - FREELANCE SENIOR DESIGNER

LABORATORY SKINCARE - FREELANCE DESIGN LEAD

ZOZI - FREELANCE PRODUCTION DESIGNER

LXV WINES - CONTRACT DESIGNER

KENDO BRANDS - CONTRACT SENIOR DESIGNER

MODERN COOPERAGE - FREELANCE DESIGN LEAD

E & J GALLO - CONTRACT SENIOR DESIGNER

STERLING CREATIVWORKS - FREELANCE DESIGNER

PIXAR - CONTRACT PRODUCTION ARTIST

EDUCATION

University of California, Santa Cruz - BA Business Economic Management, Spring 2005. Dean's List.

Focus Area: business strategy, marketing, macro and micro economics, global strategic management, accounting, government regulation and intellectual property.

SKILLS

COMPUTER: Adobe Creative Suite black-belt (Photoshop, Illustrator, InDesign, Flash, Muse, Acrobat), iWork (Pages, Keynote, Numbers), Microsoft Office (Word, Excel, PowerPoint, Outlook)

OTHER: Product photography, copy writing, innovative design solutions within monetary and regulatory specification, problem solving, time management, collaboration, communication, multitasking and flexibility.

INTERESTS - Digital arts, photography, entrepreneurial business development, board sports and golf!

PORTFOLIO - Available online at TRAVISPATEDESIGNS.COM