

travisrime1.com
me@travisrime1.com
512.924.6661
—
1001 Daphne Court
Austin, Texas 78704

QUALIFICATIONS

Over 15 years creative design, direction and technology implementation.

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Concept and strategy development, implementation of campaigns across digital and environmental; product and platform development.

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Collaborative and process-driven; integrating technology, research and content to simplify complex communication and create valuable user experiences.

RELEVANT EXPERIENCE

2014-2019 *Under Armour, Creative Director Connected Fitness*

Run and Fitness Product leader. Driving the creative evolution and product strategy of the world's largest health and fitness community. Build design culture, foster collaboration and deliver results for one of the world's largest brands.

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2011-2014 *LIVESTRONG Foundation, Director of Creative Strategy and Services*

Built and led a team of UI/UX designers, traditional designers, web developers, writers and analysts. Managed the strategy, concepting and execution of integrated marketing campaigns and product development in support of the LIVESTRONG mission.

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2007-2011 *Bait LLC, Founder and Director*

Leads technology and creative solutions across a wide range of mediums. Data visualization, real-time data, social media integration and process management for clients such as Lexus, American Express, NASA, Nike, and Samsung.

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2005-2007 *Terra Incognita, UI/UX Designer and Technologist*

One of four team members, researched, developed concepts and implemented interactive experiences for leading national and international cultural institutions and organizations.

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TRAVIS RIMEL

CREATIVE DIRECTOR AND TECHNOLOGIST

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RELEVANT EXPERIENCE

2003-2005 *Idea Integration, Senior New Media Designer*
Concepted and implemented creative production and technology strategies for large-scale rich media campaigns.
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2001-2003 *Rigsby Hull, Designer*
Design development and corporate messaging for Fortune 100 clients. Annual reports, investor relations and brand strategy.

TRAVIS RIMEL

CREATIVE DIRECTOR AND TECHNOLOGIST

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ACCOLADES

2014 National ADDY Awards, 365: AIGA Year in Design, Communication Arts' Interactive Design Annual, Communication Arts' Design Interact, and How magazine; recognition from the New York Art Directors' Club, the New York Type Directors' Club and the Tokyo Type Directors' Club

EDUCATION

BFA with a concentration in graphic design and printmaking from the New York State School of Art and Design at Alfred University

SELECT CLIENTS

AIGA
American Express
Brooks Running
Giro
HP
Lexus
Library of Congress
The Livestrong Foundation
National Academy Of Sciences
National Geographic Society
National Museum Of Natural History
Nike
Richard Saul Wurman
Smithsonian Institution
Sony
Strathmore Paper
Weyerhaeuser
Under Armour