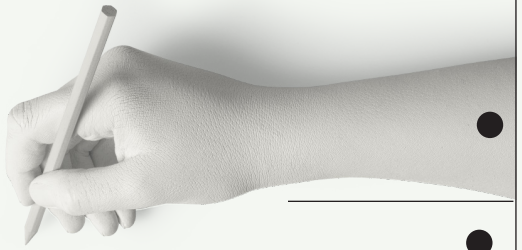




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Nora Rose Travis
DIGITAL CREATIVE DIRECTOR

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WORK HISTORY

ACD, ART : PATIENTS & PURPOSE

2013-PRESENT

CLIENTS: Amgen, Biogen, Eisai, Pfizer, Genentech, Mallinkrodt, Quest

- Co-lead the Emerging Digital Group, pioneering and innovating new technologies, through identifying digital trends and tech, driving digital offerings and providing thought leadership through the agency and to our clients
- Delivered original, effective and appropriate creative solutions that maximized profit, helped secure new work and resonated with our audience
- Developed and reviewed creative briefs that provided strategic insight and creative inspiration
- Worked with creative management to address performance, workflow, and quality issues and develop long-range plans for the creative group
- Worked with account and creative management to grow our business and existing clients

ART DIRECTOR: MOMENT DESIGN

2012-2013

CLIENTS: TD Ameritrade, Domo

- Worked with clients and teams to create for both new and existing digital products and services
- Facilitated workshops with key stakeholders to define product vision and success metrics
- Sketched, prototyped and tested ideas to create intuitive, user-centered design solutions

ART DIRECTOR: SPRINKLR

2012-2013

- Worked with the management team to develop the long-term strategy for the business
- Lead the creative teams in the development of concepts and execution of all projects

ART DIRECTOR: HEARST MAGAZINE

2012

CLIENTS: Bazaar, Elle, Esquire, Good Housekeeping, Seven Years Younger, Seventeen

- Worked on marketing and sales materials, presentations, as well as creative and new marketing ideas for advertisers in the fashion, beauty, and lifestyle markets.
- Translated content into social and digital platforms

ART DIRECTOR: RAZORFISH

2008 - 2012

CLIENTS: Best Buy, Bing, Blue Moon Brewery, Coors, Levi's, Microsoft, Nike, Tempur-Pedic, Xbox

- Managed and mentored direct reports guiding their overall development and skills in line with creative group standards
- Worked with creative leads to produce standout and strategically focused concepts and campaigns
- Collaborated with cross-functional partners to create novel and original work in a variety of media for a range of audiences; both digital and print

AWARDS

Cannes 2018 Shortlist: This is Living with Cancer

This is Living with Cancer Documentary:

Direct Monthly Online Festival

Golden Gate International Film Festival

Mindfield Film Festival

St. Lawrence International Film Festival

The Monthly Film Festival

DTC: Best Mobile App: This Is Living With Cancer: Bronze

MM&M: Best TV Advertising Campaign: Quest Diagnostics

MM&M: Best Multichannel Campaign: Quest Diagnostics

Manny Awards: Quest Diagnostics/Celiac Disease Best Consumer Campaign

Web Awards: Patients & Purpose: Advertising Best Advertising Website

IAC: Pristiq Moodivator App: Best Pharmaceuticals Mobile

DTC: Above MS: Patient Engagement and Support Program: CRM — Bronze

DTC: Pristiq Moodivator: Innovation Bronze

Pristiq Moodivator: Mobile App Finalist

WebAwards: Fashion Standard of Excellence: Luv My Levi's

OMMA: Rich Media: Single Execution: Bing

Interactive Media Award for Outstanding Achievement: Consumer Goods: Blue Moon Brewing Company Website