SCIENTIFIC MACHINERY
Travis Lerray Southworth
An Interview with

Territory's creative director, Travis Lerray Southworth, speaks on his creative process, the impact of technology on design, and his journey to becoming a leader in the design industry.

Question: What inspired you to pursue a career in design?

Travis Lerray Southworth: I was always drawn to the visual and the ability to create something out of nothing. Growing up, I was fascinated by architecture and the way buildings were designed. As I got older, I realized that design was not just about buildings, but about how things are experienced and how they make people feel. That’s what inspired me to pursue a career in design.

Question: How do you approach a design project?

Travis Lerray Southworth: I start by understanding the client’s needs and their goals. Then, I spend time researching the industry and seeing what’s currently out there. I like to think about the problem in a new way and see it from different angles. Once I have a good understanding of the project, I start sketching out ideas and working on the design. I also collaborate with other designers and get feedback to refine the design.

Question: How has technology impacted your design work?

Travis Lerray Southworth: Technology has greatly impacted my design work. It’s made it easier to create and share designs. I can now work on a design project from anywhere in the world. Additionally, technology has allowed me to create more complex designs that would have been impossible before.

Question: What’s the most challenging part of your job?

Travis Lerray Southworth: The most challenging part of my job is managing the expectations of clients. They want to see results quickly, but sometimes the process is time-consuming. It’s important to set realistic expectations and communicate progress clearly.

Question: What’s the most rewarding part of your job?

Travis Lerray Southworth: The most rewarding part of my job is seeing the final product come to life. It’s satisfying to see a concept turn into a reality and to see people use the designs we’ve created.

Question: What advice would you give to someone starting a career in design?

Travis Lerray Southworth: My advice to someone starting a career in design is to be open to learning and to keep practicing. Design is a skill that improves with practice, and there’s always something new to learn. It’s also important to build a network and collaborate with others, as this will help you grow in your field.

Question: What’s your proudest achievement?

Travis Lerray Southworth: My proudest achievement is winning a design award for a project I worked on for a client. It was a big moment for me, and it affirmed my belief that I’m doing something meaningful and impactful with my work.

Question: What’s your favorite part of being a designer?

Travis Lerray Southworth: My favorite part of being a designer is the challenge of problem-solving. Each project presents its own unique set of challenges, and it’s exciting to find creative solutions.

Question: What’s your advice for someone who wants to become a designer?

Travis Lerray Southworth: My advice for someone who wants to become a designer is to develop a strong portfolio. This will help you showcase your skills and attract potential clients. Additionally, it’s important to keep learning and expanding your portfolio with new skills and techniques.
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