

Professional Experience

Omaha World Herald/Berkshire Hathaway Media Group

Creative Manager - 2017-Present

Job duties include managing a team of six graphic designers in the advertising operations department who design print ads, digital ads, email campaigns, marketing materials and logos. My primary focus has been on training them in best practices and better coding methods for mobile-first email design and landing page design.

H&A Media Group

Senior Media Developer (AKA Multi-Media Monster) - 2007-2016

Web Designer and Developer:

Designed, built and maintained websites. Comfortable in a coding environment. Expert in HTML. Solid knowledge of CSS and Bootstrap. Worked with software engineers in both Cold Fusion and .Net.

Email Designer and Developer:

Designed and built email marketing campaigns. Solid knowledge of responsive email design and best practices for deliverability.

Graphic Designer:

Designed marketing materials, advertisements, magazine pages and logos.

Motion Graphics Designer:

Created presentations and holiday cards with Flash and video.

Mentor/Trainer:

Trained and mentored other graphic designers in website and email development and Photoshop techniques.

Vente/Experian

Data Acquisition Developer - 2005-2007

Job duties included creating various web, print and email projects for data acquisition platforms. And also managed a team of graphic designers with the same duties.

eData Enterprises

Creative Director - 2002-2005

Job duties included total creative control in creating various web, marketing and animation projects for all of eData's clients, some of which included Premier Singles, River City Lancers, The Reader, HP/Compaq, Nebraska Health System and Sitel.

Technology Expertise (MAC OR PC)

Photoshop - 25 years

Flash - 18 years

Bootstrap - 5 years

Illustrator - 25 years

InDesign - 12 years

Premiere - 2 years

HTML - 20 years

CSS - 10 years

Education

Wayne State College, Wayne, Nebraska

Double Major: Bachelor of Science • Graphic Design • GPA: 3.955

Bachelor of Science • Marketing • GPA: 3.0

Travis Kirsch

Pixel Pusher Extraordinaire

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