

travis burnham

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CREATIVE DIRECTOR

about me

I am a Creative Director specializing in building brand identities through retail store design, window display and brand marketing. Over the course of my career, I have successfully managed multiple national and global retail projects. With 22+ years of retail experience and a vast network of national and international vendor relationships, I am an expert at managing high profile and large-scale design projects with speed and efficiency. I have a proven ability to lead and develop diverse teams and thrive in a fast paced work environment where quick thinking and creative problem solving skills are valued.

With a passion for architecture, design and fashion, I have a keen ability to recognize emerging trends which drive my creative process and inform decision making from concept ideation to completion. I have diverse experience in all areas of customer experience in retail environments from store design, creative services and visual merchandising to event planning and marketing.

I center all projects around the core values of integrity, environmental sustainability and inclusion.

services

- ART DIRECTION
- CONCEPT DESIGN
- DESIGN + MATERIAL DEVELOPMENT
- EVENT PLANNING + PRODUCTION
- FASHION STYLING
- FIXTURE + MILLWORK DESIGN
- FURNITURE + VINTAGE SOURCING
- POP-UP DESIGN + INSTALLATION
- PROP SOURCING + STYLING
- PROJECT MANAGEMENT
- VISUAL MERCHANDISING
- WINDOW DESIGN

skills

SKETCHUP — INDESIGN — PHOTOSHOP — MICROSOFT 365 — WORDPRESS — SOCIAL MEDIA PLATFORMS

experience

MADEWELL - NEW YORK, NY
Director of Creative Services

2018 - Present

Responsible for concepting, developing and executing brand visual window, interior and store designs for 145 Madewell retail locations.

- Lead developer in re-design of store front and interiors for Madewell mainline stores.
- Designed and launched 3 brand concepts within 2 years: Denim Edit, Men's and Commons.
- Successfully executed international wholesale shop-in-shops in over 10 locations in the UK.
- Responsible for store marketing and signage fixture design.
- Develop 12 window designs each year that are produced and executed in all 145 retail locations.
- Manage a multi-million dollar budget.

CREATIVE CONSULTANT - NEW YORK, NY
Creative Director

2017 - 2018

Worked with corporate retail as well as fine art and non-profit organizations to execute creative projects ranging from full retail store experiences to small-scale installations, tailoring needs based on each unique situation.

- Client list available upon request.

ANN INC. - NEW YORK, NY
Director of Visual Creative Services

2016 - 2017

Responsible for concepting, developing and executing brand visual window, interior and event creative for Ann Taylor and Ann Taylor Factory retail locations.

- Directed a team to develop window and in-store elements for Ann Taylor and Factory retail locations.
- Liaised with brand marketing to create in-store retail experiences.
- Concepted and produced PR events and showrooms.

J.CREW GROUP - NEW YORK, NY / LONDON, UK
Senior Manager Creative Services - Global / 2013 - 2016

2003 - 2016

Responsible for developing and executing brand visual creative for international and specialty stores.

- Collaborated with merchandising and marketing teams on key item strategies to create unique product focused displays for windows and interiors specific to international and domestic markets.
- Sourced and negotiated local vendors for fixtures, props and marketing collateral within all International markets which reduced costs and time-lines.
- Partnered with SVP of Store Design to establish fixture plans and develop creative concepts for new store launches.

Senior Manager Creative Services - Europe / 2013 - 2015

Developed, created and directed visual presentations for London and Paris retail locations while based in the London headquarters.

- Managed expansion of J.Crew stores in the UK and Paris with a total of 8 new stores within 1.5 years.
- Planned and produced launch parties and special events throughout European market.

Senior Manager Creative Services / 2009 - 2013

Oversaw all Visual creative projects including windows, interiors, showrooms and PR events.

- Produced monthly window and interior creative for all U.S. stores.
- Conceptualized, designed and installed all props, artwork, furniture, and other decorative elements.
- Oversaw and managed budget and calendar for the department.
- Conceptualized, designed and oversaw installations for all PR showroom and press events.

Manager Creative Services / 2003 - 2009

Responsible for visual presentations, windows, props and mannequin styling for all U.S. stores.