

W. TRAVIS WALTERS

CREATIVE DIRECTOR | INDUSTRIAL & GRAPHIC DESIGNER

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SUMMARY

Creative Director and industrial designer with 12+ years of experience creating packaging, retail displays, and immersive brand experiences. Skilled at turning concepts into market-ready solutions through art direction, 3D visualization, and cross-channel design execution, with proven strengths in creative strategy, team leadership, and campaign management.

SKILLS

Design and Branding:

- Retail Packaging and Display Design
- Product Innovation
- Branding / Identity
- Concept Development
- Typography and Graphics
- Presentation of Creative Content
- 3D Rendering and Visualization

Leadership and Strategy:

- Project / Account Management
- Team Development
- Cross-Functional Collaboration
- Retail Experience Strategy

Tools:

- Adobe Creative Cloud
- Cinema 4D
- 3D Studio Max
- Free-Hand Sketching and Illustrating
- Wacom Tablet Use
- 3D Printing and Ultimaker Cura

EDUCATION

Auburn University | Auburn, AL
August 2008 - December 2012
• Bachelors Degree - Industrial Design

ADDITIONAL INFO

Eagle Scout – 7 Palms;
Avid baseball and football fan;
Recreational runner;
Skilled freehand illustrator;
Aspiring car mechanic.

EXPERIENCE

DESIGN DIRECTOR

Miller Zell | Atlanta, GA | April 2025 - Present

- Drive creative strategy and execution across banking, automotive, and fast food environments, collaborating with cross-functional teams to deliver innovative design solutions that align with client objectives and elevate customer experiences.

CREATIVE DIRECTOR

Berkley Industries | Bentonville, AR | December 2023 - January 2025

- Spearheaded and executed creative vision for retail displays, packaging, and signage as both lead designer and director of Berkley's design center.
- Delivered Walmart's 2024 Annual Event style guide, generating \$8M in sales and securing Walmart's 2025 program renewal.
- Developed immersive, innovative in-store retail experiences for Disney, Universal, and DreamWorks that enhanced engagement and drove sales growth.

CREATIVE DIRECTOR

Pratt Industries | Atlanta, GA | October 2017 - December 2023

- Managed Pratt's creative team (8 graphic, industrial, structure and production designers) to develop brand strategies for customers and projects.
- Championed scope of work in Retail, Ecomm and Cold Chain divisions resulting in combined \$350M profits for Pratt Industries.
- Led 4 separate semesters (2015 - 2019) of corporate-sponsored design studios at Auburn University's School of Industrial and Graphic Design.

PROJECT MANAGER

Pratt Industries | Atlanta, GA | December 2016 - October 2017

- Managed the coordination and completion of Pratt's first national launch to 4,000+ Walmart retail locations, resulting in over \$100M in gross sales to date.
- Oversaw all project aspects - managing deadlines, delegating tasks, and tracking progress in daily meetings.
- Collaborated with sales, sourcing, design, operations and upper level management to ensure deliverables met the applicable scope and budget.
- Created Fabrication Cards to help operations teams build consistent, Walmart-standard products.

INDUSTRIAL & GRAPHIC DESIGNER

Pratt Industries | Atlanta, GA | July 2014 - December 2016

- Created logos, branding, renderings and production art for product labels, retail displays, and packaging for on-shelf retail items.

DESIGNER

Art Guild | West Deptford, NJ | January 2013 - June 2014

INDUSTRIAL DESIGN INTERN

Metaphase Design Group | Saint Louis, MO | May 2012 - August 2012

DESIGN CO-OP

Johnson & Johnson | Morris Plains, NJ | June 2011 - December 2011