

TRAVIS KING
Senior Print & Graphic Designer / Illustrator

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PROFESSIONAL SUMMARY

Senior Print and Graphic Designer and Illustrator with 20+ years of experience creating illustration-driven graphics, repeat patterns, and visual systems for large-scale apparel and publishing production. Extensive background in boys' sleepwear, licensed and private-label apparel, greeting cards, and children's publishing. Proven ability to translate trend, storytelling, and brand strategy into commercially successful products. Experienced collaborator and mentor, balancing hands-on creative execution with art direction and production readiness.

EXPERIENCE

Senior Print / Graphic Designer

Carter's, Inc. — Atlanta, GA | 2009–Present

- Lead artist for boys' sleepwear and apparel graphics across seasonal and evergreen programs
- Create original illustrations, repeat patterns, all-over prints, and placement graphics for mass production
- Translate trend research, color direction, and seasonal concepts into cohesive visual systems
- Partner with merchandising, product development, and sourcing teams to align creative with commercial goals
- Produce production-ready artwork, tech packs, and print files for overseas manufacturing
- Mentor junior designers through critiques, technical guidance, and creative development

Associate Line Designer

American Greetings — Cleveland, OH | 2006–2009

- Designed illustration-driven greeting card lines focused on humor, character, and youth audiences
- Developed layouts, color stories, and visual concepts across multiple product lines
- Created paper-engineering and interactive fold concepts recognized with industry awards
- Collaborated closely with writers, editors, and product teams from concept through production

Freelance Illustration & Design

2003–Present

- Illustration and design work for a range of book publishers, magazines, digital applications, and brand identities
 - Created cover and interior illustrations, editorial artwork, character concepts, logos, and visual assets for print and digital use
 - Worked directly with art directors, editors, and clients to deliver production-ready artwork across multiple formats and platforms
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SKILLS:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Fresco
Pattern and repeat design, Illustration (hand-drawn & digital), Apparel graphics & print production
Tech pack and production file preparation, Trend research & color direction, Art direction & creative mentoring