

Travis Rice

Portland, OR | [LinkedIn](#)

Creative Director – Brand Systems, Storytelling & Growth

Summary

Creative Director with 20+ years leading brand expression across digital products and marketing ecosystems.

Specialize in translating business goals—growth, conversion, retention—into cohesive brand systems and high-performing creative. Known for building scalable frameworks that enable small teams to produce consistent, emotionally resonant work across channels.

Player-coach leader comfortable operating end-to-end—from defining brand vision to directing and contributing to execution in fast-moving environments.

Selected Impact

- Built modular brand system for Logitech supporting 7 global brands, driving 75% YoY sales growth and significant engagement gains
- Reduced production timelines from ~6 weeks to 15 days by introducing scalable design systems and streamlined workflows
- Enabled rapid iteration cycles (3-day design turns) supporting real-time campaigns and lifecycle engagement
- Led creative strategy and execution across email, landing pages, and digital campaigns for enterprise and consumer brands
- Directed ~24-person creative team while remaining closely involved in concepting, direction & key deliverables

Experience

Data Axle

Vice President, Creative | 2020 – March 2026

Built and scaled the creative delivery infrastructure for a high-volume agency organization – responsible for the operating model, team design, modular systems architecture, and AI enablement strategy that kept enterprise creative programs running at speed and on-brand.

- Defined and evolved brand systems that translated strategy into cohesive visual identity across all external touchpoints
- Partnered with product and marketing teams to translate user behavior and product features into cohesive brand experiences across onboarding, lifecycle, and campaign touchpoints
- Led concept development and visual storytelling for campaigns spanning lifecycle, digital, and promotional
- Built scalable frameworks enabling small teams to deliver high-quality creative efficiently and consistently
- Introduced AI-enabled workflows to accelerate content creation, variation, and production processes
- Provided hands-on creative direction while mentoring designers and managing external partner

Senior Creative Director, Yes Marketing | 2018 – 2020

- Led brand and campaign development for consumer-facing clients, translating marketing objectives into cohesive visual storytelling
- Directed multi-channel campaigns across email, landing pages, and digital advertising
- Partnered with strategy and account teams to align creative output with business goals

Creative Director, Yes Marketing | 2016 – 2018

- Developed brand systems and campaign frameworks supporting high-volume marketing execution
- Led designers in producing consistent, high-quality work across lifecycle and promotional campaigns

Art Director, Yesmail | 2013 – 2016

- Managed creative execution across digital campaigns and lifecycle marketing
- Ensured brand consistency and quality across deliverables

Earlier Roles

Designer – Senior Designer | 2003 – 2013

Core Expertise

- Brand Systems & Identity Development
- Creative Direction & Storytelling
- Growth-Focused Creative (Conversion, Retention, Engagement)
- Lifecycle & Multi-Channel Marketing
- Scalable Creative Workflows
- AI-Enabled Creative Production
- Cross-Functional Collaboration (Marketing, Product, Leadership)

Tools + Platforms

Figma • Adobe Creative Cloud • WRITER • Claude • ChatGPT

Education

Bachelor of Fine Arts, Multimedia – Pacific Northwest College of Art

Associate of Arts, Painting & Graphic Design – University of Arkansas

Professional Certificate, Multimedia – Portland State University