

Travis Rice

Design Leadership • Creative Systems • Workflow Optimization • AI-Enabled Creative Delivery

Summary

Creative leader with 20+ years building and leading multidisciplinary teams across technology, consumer, and enterprise brands.

Experienced designing the systems behind high-quality creative delivery – including modular design systems, workflow optimization, governance, QA, and AI-enabled content production across digital marketing, ecommerce, lifecycle, web, social, retail, and sales enablement.

Known for combining strong creative judgment with systems thinking to help teams increase speed and output without sacrificing quality, consistency, accessibility, or brand integrity.

Selected Impact

- Led a 24-person creative organization with 7 direct reports, delivering ~110 assets/month across five enterprise account teams spanning integrated campaigns, ecommerce, lifecycle, web, social, and performance marketing
- Redesigned creative workflows, review structures, and governance models that reduced production cycles from 7–10 days to ~2 days and cut design comp volume by 50–70% on a high-volume lifecycle program
- Built modular creative systems for Logitech that reduced production timelines from ~6 weeks to ~15 days while supporting an evolving global brand portfolio
- Built a unified modular design system for Vail Resorts supporting 42 property brands, then transitioned the internal team to full independence in under 90 days
- Established creative standards, QA frameworks, review practices, and reusable production systems across high-volume marketing environments
- Led AI-assisted workflow evaluations and implementations focused on content creation, versioning, localization, governance, and scalable asset production
- Managed a \$4.3M–\$4.7M annual creative portfolio spanning integrated campaigns, ecommerce, lifecycle marketing, web, social, and performance initiatives
- Directed creative programs and scalable brand systems for organizations including Logitech, Marriott, Ritz-Carlton, Google Nest, American Heart Association, See's Candies, Tillamook, and multiple HP business units

Experience

Vice President Creative, Data Axle | 06/2020 – 03/2026

Led a multidisciplinary creative organization supporting high-volume enterprise marketing across integrated campaigns, lifecycle, ecommerce, web, social, and customer engagement programs.

- Managed multidisciplinary teams while establishing quality expectations, leading creative reviews, mentoring creative leaders, and partnering closely with executive leadership, production teams, and vendors
- Designed and implemented modular brand and campaign systems that enabled scalable, on-brand execution across email, web, social, and programmatic channels
- Redesigned intake, review, prioritization, and resource workflows to reduce friction and improve delivery across multiple enterprise accounts
- Aligned creative production to campaign strategy, segmentation, audience needs, and program objectives
- Led resource planning and prioritization across multiple enterprise account teams, balancing capacity, deadlines, business priorities, and creative quality

- Introduced AI-assisted creative workflows to accelerate content production, campaign iteration, localization, and scalable asset generation while maintaining brand quality and governance

Senior Creative Director, Yes Marketing | 02/2018 – 06/2020

- Led creative business development focused on new prospect pitches and existing account growth
- Owned client relationships, creative leadership, and delivery for key accounts including Logitech, Patagonia, eBay, and HP Supplies
- Represented the organization at conferences and industry events; led digital design workshops, operational discussions, and client roundtables

Creative Director, Yes Marketing | 11/2016 – 02/2018

- Led creative direction and delivery for email, web, social, and programmatic for enterprise brands
- Developed integrated campaign concepts and presented solutions to senior client stakeholders

Art Director, Yesmail | 04/2013 – 11/2016

- Managed a team of designers and copywriters; oversaw creative for clients including Visa, PayPal, Intel, LinkedIn, Google, American Express, Mastercard, and US Bank
- Led high-volume production with a focus on quality, consistency, and client expectations

Designer – Senior Designer, Yesmail | 05/2008 – 04/2013

- Grew from web designer to design lead for West Coast enterprise clients across email and web; clients included EA, StubHub, Warner Bros, HP Home & Home Office Store, Honeywell, Microsoft, and Coca-Cola

Core Expertise

- Design Leadership & Team Development
- Creative Systems & Workflow Optimization
- Resource & Capacity Planning
- Creative Governance & Quality
- AI-Enabled Creative Delivery
- Cross-Functional Leadership
- Integrated Digital Marketing
- Change Enablement & Adoption

Tools + Platforms

Figma • Adobe Creative Cloud • Stensul • Denada • WRITER • Claude • Microsoft Copilot

Education

Bachelor of Fine Arts, Multimedia – Pacific Northwest College of Art
Associate of Arts, Writing & Graphic Design – University of Arkansas
Professional Certificate, Multimedia – Portland State University