

# Travis Cumbest *Graphic Designer*

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☎ 469.996.5471

📍 Mississippi

🔗 My Portfolio

🌐 LinkedIn

🏀 Dribbble

📷 Instagram

High-performing graphic designer and art director with over five years of experience delivering innovative and impactful creative campaigns across print, digital, and experiential media. Known for exceptional conceptual thinking, mastery of the Adobe Creative Suite, and a passion for fostering collaboration to exceed client expectations. Dedicated to producing award-winning work that pushes creative boundaries.

## 📁 PROFESSIONAL EXPERIENCE

2021 – 2024  
McKinney, TX

### **KVP International, LLC.** 📍

*Senior Graphic Designer*

KVP International, a globally recognized leader in veterinary equipment manufacturing and distribution, is best known for its iconic dog recovery cones. As an in-house designer, I balanced internal innovation with agency-level creative strategy, delivering impactful branding solutions for distributors and companies across the U.S., Canada, Mexico, and the EU to help veterinary tech brands stand out in a competitive market.

I played a key role in trade show and advertising campaigns, creating compelling visual narratives that seamlessly integrated photography, videography, and custom-designed promotional assets, often featuring real pets and bespoke set pieces. Collaborating with top-tier companies like Chewy, VetOne, and AmerisourceBergen, I helped solidify KVP's reputation as an industry leader while driving a 35% increase in campaign engagement and a 20% rise in client acquisition over two fiscal years.

2019 – 2021  
Hattiesburg, MS

### **The SPVA of The University of Southern Mississippi**

*Creative Director*

The School of Performing and Visual Arts at the University of Southern Mississippi, ranked among the top 50 graphic design programs in the U.S. by *Graphic Design USA Magazine*, provided a dynamic platform for creativity and growth. As part of their marketing and social media team, I developed impactful visual assets and cohesive branding for major events and campaigns, driving a 35% increase in social media engagement. My work included award-winning motion graphics recognized with multiple Addy Awards, showcasing the excellence of our creative output. Additionally, I mentored emerging graphic design students, fostering their growth through industry insights and hands-on guidance.

## 🎓 EDUCATION

Hattiesburg, MS

### **Bachelor of Fine Arts in Graphic Design**

*The University of Southern Mississippi* 📍

## 🧠 SKILLS

Adobe Creative Suite (Photoshop, Indesign, Illustrator, etc.) | Motion Graphics | Photography & Videography | Illustration | Procreate | Communication | Branding | Creative Direction | Concept Visualization

## 🔗 REFERENCES

**Jeff Fisher**, *Creative Director*, KVP International, LLC.  
fisher@kvpvet.com, 714.924.3434

**Samuel Goff**, *PR & Marketing Coordinator*, Singing River Electric  
228.218.3159