

# GARRETT TRAYA

## ART DIRECTION & DESIGN

### CONTACT

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### EDUCATION

M.S. Communication Design  
Pratt Institute  
2010 – 2012

Textile Design, Screenprinting  
The Royal Danish Academy  
of Fine Arts and Architecture  
2012

Certificate in Interactive Design  
Austin Community College  
2009 – 2010

Bachelor of Journalism  
(Photojournalism Sequence)  
The University of Texas at Austin  
2003 – 2007

### SOFTWARE AND SKILLS

Art Direction  
Adobe Creative Cloud  
Branding  
Figma  
Github  
HTML/CSS/Javascript  
Jira  
Keynote  
Microsoft Office Suite  
Photography  
Sketch  
UX & Interface Design  
Wireframing

### EXPERIENCE

Art Director, Tomorrow Agency (July 2021 – Present)

- Clients: John Varvatos, KVD Beauty, Milk Makeup, and Ole Henriksen.

Adjunct Professor, Pratt Institute, Graduate Communication Design  
(August 2021 – Present)

Art Director, Baron & Baron (April 2019 – June 2021)

- Clients: Asbury Park Ocean Club, Dior, Dogpound, Harper's Bazaar, Hourglass, Loro Piana, Louis Vuitton, Makeup By Mario, Ports 1961, Thief and Heist, Rose Inc. and Sacai.

Senior Visual Designer, Born Group (March 2018 – April 2019)

- Clients: Delta Faucet, Diesel, Frette, Haus Laboratories, Helzberg Diamonds, Hugo Boss, Inovelli, Mac Cosmetics, Ryder, and Vera Wang.

Freelance Designer, Freelance Art Director, Garrett Traya (January 2013 – Present)

- Clients: Antarctic Agency, Asics, Becca Cosmetics, Benjamin Fredricksen, Brennpunkt, CMYK + White, CR Fashion Book, Edelman, Estée Lauder, International Playground, Luisaviaroma, Marc Jacobs, Modern Meadow, Nasty Pig, Pratt Institute, The Science Project, Sardin, The Tank NYC, TWIN, United Entertainment Group, VMG Creative, and YUASA Studios.

Visual Designer, The Charles NYC (December 2015 – November 2017)

- Clients: Bloomberg Media, Capital and Counties, Cartier, Coach, Citigroup, Google Culture Labs, Inc.com, Intel, Margaux, Metlife Foundation, Mic.com, Microsoft, Netflix, Six Capital, Sixty Hotels, Stash, Quartz, The Wall Street Journal Custom Studios, and The Washington Post.

Lead Designer, Flavorpill Media (May 2013 – December 2015)

- Clients: Absolut Vodka, Ben & Jerry's, Calvin Klein, Canon, Cole Haan, HP, Honda, Levis, Microsoft, Naked Juice, Nike, Patron, Pepsi, Perrier, St. Ives, and Starbucks.

Designer, Antarctic Agency (August 2012– August 2015)

Graduate Teaching Assistant, Pratt Institute (August 2011– December 2011)

Design Intern, CMYK + White, Inc. (June 2011 – August 2012)