TRAVIS HASENOUR

CONTACT ME:

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SEE MY WORK:

travishasenour.com

CHILDREN'S BOOK DESIGN + PRODUCTION + PAGE LAYOUT + MAP ILLUSTRATION

o 8 years publishing experience

o process-oriented

o effective communication skills

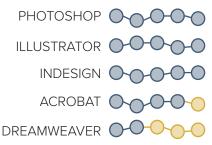
o strong work ethic

o creative

o attention to detail

COMPUTER SKILLS

Expert in Adobe software, including Creative Cloud 2022 versions of:



> Mac and Windows

WORK WITH LICENSORS

Designed licensed books for Sesame Street, Disney, Pixar, Star Wars, Marvel, Disney Princess, Peanuts, National Geographic, Sandra Magsamen, MLB

ACCOMPLISHMENTS

> Designed the cover for *Illegal*, a middle grade graphic novel by Eoin Colfer; 37,147 copies sold in hardcover and paperback; *Entertainment Weekly* called the cover "striking"

> Worked on many New York Times bestsellers such as: Love from Sesame Street, Sesame Street's first NYT bestseller in 49 years; and the How to Catch series by Adam Wallace

> Redesigned Santa's Magic Key in one day, rescuing a book that was a \$1,000,000 sale from cancellation

EDUCATION

- > Bachelor of Science in Visual Communication Design, May 2015
- Bachelor of Science in Writing, May 2015
 University of Evansville, Evansville, Ind.
 G.P.A. 3.88: with summa cum laude

DESIGN EXPERIENCE

Graphic Designer, February 2020 – March 2023

Kidsbooks Publishing, Chicago, IL.

Art Direction:

- > Grow relationships with illustrators and agents to source new talent
- > Maintain a deck of illustrators' portfolios to review potential artists for new projects
- > Write art direction notes based on the manuscript to give illustrators a starting point
- > Critique and provide feedback to illustrators, gathering all notes from the team and organizing rounds of revisions to provide clear direction
- > Manage the schedule and provide due dates for each step of the illustration process

Cover Design and Internal Production:

- > Design front covers for a variety of picture, board, and novelty children's books
- > Set spine and back cover layouts to create an eye-catching packaging
- > Route covers to collect feedback from the team and make revisions
- > Choose cover treatments for each book—including lamination, spot gloss, emboss, glitter UV, foil stamp, print over foil, Pantone inks—and create the necessary spot files for the printer
- > Typeset storybooks and design art-heavy internals for activity books
- > Preflight files to be sent to the printer, ensuring everything meets the requirements for press

Additional Projects:

- > Designed the new Kidsbooks Publishing logo to update the brand
- > Developed the Kidsbooks website on WordPress; troubleshoot any current errors or crashes
- > Lead new process initiatives to improve the team's communication and work efficiency

Freelance Map Illustrator, 2019 – Present

- > Design and illustrate maps for a wide range of high-fantasy, historical, and contemporary novels
- > Clients include: self-publishing authors, Sourcebooks, and Penguin Random House

Production Designer II, June 2015 – January 2020

Sourcebooks, Naperville, IL

Internal Design and Production:

- > Create visually appealing internal pages for fiction, non-fiction, calendars, and children's books
- > Utilizing a system of styling through Scribe, flow manuscript text into InDesign pages to produce consistent, clean book pages
- > Make corrections to book internals from proofreaders or from routing internally
- > Process books for reprints, completing any necessary corrections and preparing cover and internal files for the new printer

Put Me in the Story:

- > Design and develop children's picture books for a line of personalized books, creating an engaging product for the child as they read a story starring themselves
- > Integrated a VDP (Variable Data Printing) software; the new technology required an overhaul of the production process; lead the team in learning the new software

E-book Production:

> Create ePub files for galleys of upcoming titles, compatible with all e-book devices