

# TRAVIS HASENOUR

## CONTACT ME:

10513 Park Ave  
Louisville, KY 40299

travishasenour@gmail.com  
502.356.6561

## 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:

PHOTOSHOP 

ILLUSTRATOR 

INDESIGN 

ACROBAT 

DREAMWEAVER 

> 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 galley of upcoming titles, compatible with all e-book devices