

# TRAVIS SICHEL

## CONTACT DETAILS

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## PORTFOLIO

www.travis-sichel.com

## HOME

16 Severn Street, Box Hill North  
Melbourne, Victoria  
3129

## MISC

DOB: 08/07/1982  
Australian Citizen

## SKILLS

### DIGITAL SIGNAGE

StarNet DMB Server, NovaStar hardware & software, Enplug CMS, SingageLive CMS, MediaSignage, Xibo Signage & Software, AMD Eyefinity.

### WEB

Wordpress, OpenCart, CSS, HTML5, Google Apps, Google/Bing Analytics, Google Ads/Bing Ads, Tag Manager, Facebook Admin Tools, Facebook Ads, LinkedIn Ads, Gleam Competition Apps.

### Graphic Design

Photoshop, Premiere, After Effects, Indesign, Illustrator, Acrobat, Animator, Dreamweaver, Audition, Maya, 3ds Max, FInalCut Pro, Z-Brush, KeyShot, SketchUp.

## EXPERIENCE

### Ultrafine LED (Technical Director)

Jan 2018  
Jan 2020

I helped establish and grow Ultrafine LED into a successful six-figure business, where I was responsible for software and hardware solutions. My responsibility included showcasing the display equipment to potential clients, and designing a solution to fit their requirements.

During project installations, I helped set up the required equipment, and the LED displays. I also trained clients on how to use the hardware & software, and managed all after-sales support.

- Setting up LED hardware & software
- Sourcing & testing new hardware & software
- Maintaining digital signage server & content
- Training clients & new employees
- Customer service
- Technical support

### Konka LED Australia (Technical Lead/ Marketing & Design)

Feb 2015  
Jan 2020

Responsible for managing technical aspects for the business since its arrival into Australia, Konka LED Australia specializes in commercial Digital Signage hardware.

- Setting up software for video-walls & LED displays
- Sourcing & testing new equipment
- Maintaining digital signage server & content
- Maintenance & creation of website
- Editing video & digital advertising
- Creating core business forms
- Training clients & new employees
- Customer service
- Technical support
- SEO & Analytics
- Google Ads
- Google Apps

### Redline Digital (Graphic Designer / UX-IA Designer)

June 2014  
Dec 2014

Responsible for website design, front-end web development, print and digital advertising media. Redline Digital specializes in professional website development and digital marketing.

- Front end web development & design
- Online advertisement creation & design
- Website content management
- Print media creation & design

## EDUCATION

### Royal Melbourne Institute of Technology - RMIT

2011  
2015

Bachelor of Design (Animation & Interactive Media)

### Melbourne Polytechnic

2009  
2011

Advanced Diploma (Interactive Digital Media)

## REFERENCES

### Konka LED Australia

Xiao Wu: Director of Engineering  
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### Ultrafine LED

Laura Chen: Project Manager  
laura.chen@ultrafineled.com.au | +61 499 588 666