

Travis Rousseau

Mountain photographer + destination web systems

Lake Louise, AB | 403-690-SNOW | travis@rousseau.tv | rousseau.tv

POSITIONING

- Mountain photographer with a decade of Lake Louise field work and 50+ images in active resort use.
- Also builds the maps, weather/context tools, and public web systems that put destination media to work.
- Combines field experience, resort operations context, media production, structured publishing, and technical judgment.
- Best for scoped public-facing work where visual quality, visitor context, and maintainable delivery all matter.

PROOF SNAPSHOT

- 50+ documented public-use placements as of Fall 2025 across website, signage, advertising, newsletters, and visitor-facing content.
- Nearly 10 years creating Lake Louise media across winter, summer, wildlife, action, events, and conditions.
- Six resort departments worked, adding practical context for guest flow, operations, and public information.
- Live proof-of-work site includes case studies, static demos, a 3D terrain map, technical notes, and build/deploy checks.

CORE CAPABILITY PACKAGES

Destination media packages

Field coverage for mountain places: action, wildlife, events, lifestyle, dining, facilities, conditions, and visitor moments.

- Web and social image sets
- Campaign-ready selects
- In-use placement support
- Fast field delivery

Public content systems

Fast content-first sites and publishing systems that make destination information easier to maintain and reuse.

- Astro static/hybrid sites
- Structured content models
- Searchable public pages
- Deployment checks

Maps and field tools

Terrain, route, forecast, and visitor-context surfaces that translate field knowledge into useful public tools.

- 3D terrain previews
- Static map exports
- Forecast cards
- Route summaries

Publishing workflows

Reusable content workflows for web pages, PDFs, offline guides, internal references, and public resource libraries.

- Web-to-PDF workflows
- Offline-ready guides
- Asset organization

- Content freshness checks

GOOD PROJECT SHAPES

- Field media package: scoped shoot or coverage window with clear shot needs, usage context, and turnaround expectations.
- Content system build: focused public web or publishing system with structured content, optimized assets, search, checks, and deployment ownership.
- Map, weather, or guide prototype: small working surface that proves visitor value before committing to larger live infrastructure.

OPERATING PRINCIPLES

- Field context matters as much as technical execution.
- Static-first is preferred until live infrastructure earns its cost.
- Every public surface should have a clear owner, source, and update path.
- Systems should make destination storytelling easier, not more fragile.
- Proof should be visible quickly and inspectable in detail.

USEFUL LINKS

- Selected work: <https://rousseau.tv/work/>
- Field systems: <https://rousseau.tv/field-systems/>
- Maps: <https://rousseau.tv/maps/>
- Case studies: <https://rousseau.tv/case-studies/>
- Technical notes: <https://rousseau.tv/technical-notes/>