

more of the visual person?
get to know me with a video.

PROFILE



Sr. UX & UI Designer

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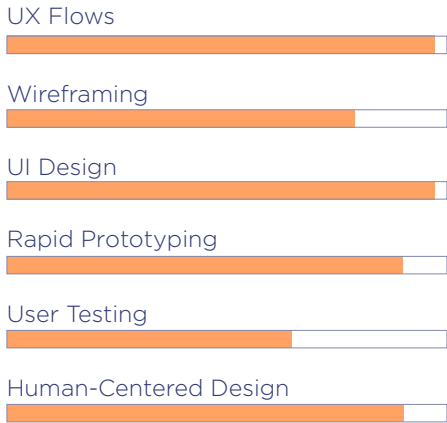
Brainco: School of Advertising, 2009.
Art Direction & Animation

Concordia University: St. Paul, 2007.
Bachelor of Arts & Science

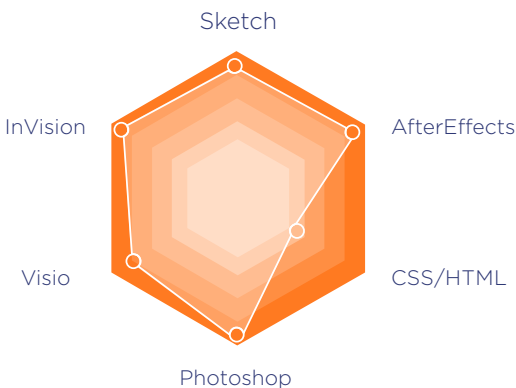
Creative who has startup experience. Expert in creating visually optimized content with user-centric design.

Energetic self-starter, an approachable team player, and strategic leader that takes pride in collaborating with others.

SKILLS



SPECIALIZATION



EXPERIENCE

Polaris

6/19 - current

Senior UX & UI Designer for 3D vehicle configurator. In charge of improving and monitoring the user experience for 15 Polaris brands. All recommendations are based off of analysis of **CONSUMER DATA**.

Leads team's **QUANTITATIVE & QUALITATIVE** research efforts by creating **TEST PLANS** and conducting research for new features.

Spearheaded initiative for new ECOM Mode which blends 3D vehicle configuration tool with E-Commerce shopping.

Thrivent: Financial

8/18 - 4/19

Senior UX & UI Designer in charge of building a **HUMAN-CENTERED DESIGN** process that streamlined agile workflows between both creative and development teams.

Facilitated discovery sessions to identify user pain points. Created UX flows, wireframes and contemporary concepts that satisfied user needs. Evangelized experience design through organization by quickly building **PROTOTYPES** with **SKETCH** and **INVISION**.

Improved team efficiency by creating a **DESIGN SYSTEM STYLE GUIDE** and **COMPONENT LIBRARY**.

ClockNine: Digital Agency & Software Company

1/14 - current

Co-Founder & UX/UI Lead in charge of guiding company vision for proprietary digital signage software. Software benefits include: **MOBILE FIRST** content management, playlist management and network grouping features.

Creative Director who architected revolutionary **SMART CONTENT™** which infuses video content with live data feeds to optimize marketing efforts.

3M: Mpirico (CLIENT WORK)

2/12 - 1/14

Associate Creative Director in charge of collaborating with Account Managers and Business Intelligence to create strategic content based off rich analytics.

Created an agile digital content creation process in which ideas go from conception to creation.

Managed a team of 6 creatives from concept to completion of all projects. **DESIGNED** and **ANIMATED** digital content that meets the client's strategic and branding vision while successfully targeting specific products and tracking in-store impact.

PITCH CUTTING - EDGE ideas to clients that explored innovative ways to integrate marketing into a new media channel.

3M: Mpirico (INTERNAL WORK)

2/12 - 1/14

Lead UX Designer who interfaced directly with 3M **PATENT OWNERS**, **PRODUCT OWNERS** and **BUSINESS INTELLIGENCE** team to create an app that helped users identify target products & review content effects analytics.

Lead our team through **SITEMAPS**, **WIREFRAMES**, **RAPID PROTOTYPES** and **USER TESTING** sessions to improve our platforms usability.

Nystrom: Building Products

4/11 - 2/12

Lead UX Designer in charge of redesigning online product catalogs. Developed **USER FLOWS** and **SITEMAPS**.

Pixel Farm Digital

1/10 - 1/11

Art Director who concepted and pitched fully **INTEGRATED CAMPAIGNS** for new business. Helped build Pixel Farm's advertising agency division.

COMMUNITY INVOLVEMENT

DSE: Digital Signage Expo Advisory Board Member 6/17 - current

DSE is the world's largest and longest running tradeshow exclusively dedicated to showcasing innovative digital display technology.

The **ADVERTISING AGENCY COUNCIL** consists of industry professionals who work together to promote education and industry outreach. The board also supports **Digital Signage Connection** with contributions to the **Ask the Board** features as well as other **blog posts** throughout the year.

Public Speaking: Creating More Effective Content to Maximize Digital Communication

The goal of this talk is to help designers, animators and strategists create **More Effective Digital Content**. A deep dive into the science of **HUMAN VISION** and **HUMAN PROCESSING** gives individuals a better idea of **How the Human Brain Works**. During talk we also discuss timing, environmental distractions and the use of technology within content creation. All of these elements play a vital role in helping communicate more effectively with consumers. This talk gives a team the knowledge they need to make scientifically better content.

DSE 2016: Guest Speaker
New York City Metro Transit Authority 2017: Team Seminar

Publications:

[Top Content Management Trends of 2016, Commercial Integrator, 2016.](#)
[Elements of Effective Digital Content, Sound & Video Contractor, 2015.](#)

INTERESTS

Doodling



Frisbee



Sandwich Creation



Sports



INTANGIBLES

- Passion
- Positivity
- Motivation
- Team Player
- Patience
- Leadership
- Ambition
- Startup Savvy

BRAND EXPERIENCE

3M

Wendy's

Orange Julius

FULTON

DQ

LUND

Target

International Market Square

MALL OF AMERICA

Ruby Tuesday

NYSTROM

Budget Blinds

Kucky's PUB

LAIFITNESS

Babcock-Davis

Corona

WFD

CITYPAGES

Tim's

KWIK TRIP

BEST BUY

CLOCKNINE

JACKSONVILLE JAGUARS

M

