

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

Scrum Alliance: Certified CSPO®
Certified Scrum Product Owner

Personal Profile:

Creative who has startup experience. Expert in creating visually optimized experiences with user-centric focus.

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

SKILLS

Innovation



UX Strategy



Visual Design



UX Research



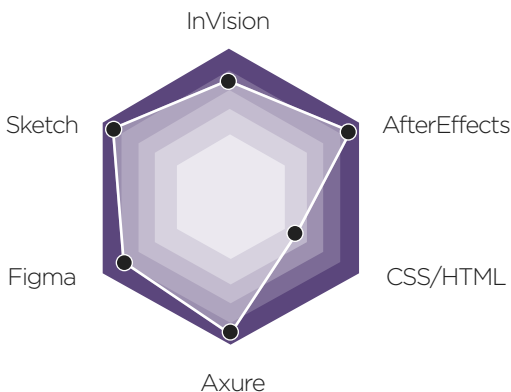
Human-Centered Design



Prototyping



SPECIALIZATION



EXPERIENCE

Polaris Inc.

6/19 - current

Senior UX & UI Designer for enterprise wide 3D configurator which is built on **HTML5 GAME ENGINE**. In charge of improving and monitoring the experience for 15 Polaris brands.

CSPO® CERTIFIED designer who influences **PRODUCT STRATEGY** and leads team through the entire design process. Identifies user pain points and design opportunities through **HUMAN-CENTERED DESIGN RESEARCH** and **DATA ANALYTICS**. Conceptualizes actionable solutions that align with user and business needs.

UX Leader who created UX Playbook to standardize usage of tools and methodologies across the entire organization. Collaborated with **IN-VEHICLE** display team to concept future features for **NEXT GEN DISPLAY**.

Thrivent: Financial

8/18 - 4/19

Senior UX & UI Designer in charge of building a **HUMAN-CENTERED DESIGN** process that streamlined agile workflows.

Facilitated discovery sessions to identify **USER PAIN POINTS**. Evangelized experience design through organization with iterative design process.

ClockNine: Digital Agency & Software Company

1/14 - current

Co-Founder & UX Lead in charge of guiding company vision for proprietary digital signage **SaaS**. Software benefits include: cloud-based CMS, **MOBILE FRIENDLY** playlist control, one-touch network grouping, fully customizable user-centric content.

Architected revolutionary Smart Content™ which infuses video content with **IoT** (Internet of Things) to optimize marketing efforts.

3M: Mpirico - Digital Agency & Software Company

2/12 -1/14

Associate Creative Director in charge of collaborating with Clients and Business Intelligence to create strategic content based off rich analytics. Targeted specific products and **MEASURED IN-STORE IMPACT**.

Lead a team of 6 creatives who **DESIGNED** and **ANIMATED** digital content. Explored innovative ways to integrate marketing into a new media channel.

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

Improved platforms usability through **SITEMAPS, WIREFRAMES, PROTOTYPES** and **USER TESTING** sessions.

Nystrom: Building Products

4/11 - 2/12

UX Lead in charge of redesigning online product catalogs. Developed and maintained a **PATTERN LIBRARY** to build continuity throughout experience.

Pixel Farm Digital

1/10 -1/11

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

COMMUNITY INVOLVEMENT

DSE: Advisory Board Member 6/17 - 6/20
DSE (Digital Signage Expo) is the world's largest tradeshow exclusively dedicated to showcasing innovative digital technology.

UR: Student Mentor 8/17 - 6/21
Youth mentor for Jr. High and High School students at Upper Room MPLS. Our goal is to strengthen the community by providing encouragement, support and friendship.

Polaris: Early Talent Program 10/20 - current
Leads group of students for Polaris Early Talent Program at **University of Michigan's School of Information** on a Senior Capstone project. Teaches best practices for UX including; UX principles and research methodologies.

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 **HUMAN VISION SCIENCE** and **HUMAN PROCESSING** gives individuals a better idea of **How the Human Brain Works**. During talk we also discuss how timing, environment and technology impact our ability to communicate.

- Las Vegas DSE (Technology Tradeshow)
- New York City MTA (Metro Transit Authority)

Publications:
Smart City Integration, Digital Signage Connection, 2020.
Leveraging IoT, Digital Signage Connection, 2020.
Wifi Tracking, Beacons, User Data, Digital Signage Connection, 2020.

INTERESTS

Doodling



Frisbee



Sandwich Creation



Sports



INTANGIBLES

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

BRAND EXPERIENCE

