

Travis Waron

Senior User Experience Designer

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Senior User Experience Designer providing effective and innovative design solutions with extensive knowledge of the latest trends and development methods. Practice Lean UI/UX Methodologies in an Agile and collaborative workspace. Enhanced user experiences for: Aetna, Blue Cross Blue Shield, Boston University School of Medicine, Honey Dew Donuts, Metlife, Nuance Communications, Proctor & Gamble, Thomson Reuters and Verizon.

EXPERIENCE

User Experience Designer

Designsbytravis – North Reading, MA

April 2019 - Present

- Apply design thinking on a freelance/contract basis
- Increased (littlepawdogcare) client acquisition by 200%

User Experience Designer

Tracelink – North Reading, MA

December 2015 – March 2019

- Produced reusable design systems, component libraries and style guides
- Mentored non-UX professionals on Design Thinking principles
- Turned business requirements into fully functional Analytics dashboards using VUE.js
- Led UX/UI design of Android inventory tracking application

Global User Experience Designer

Metlife – Boston, MA

May 2014 – December 2015

- Created all web and mobile UX/UI, visual designs and prototypes using Adobe Creative Suite, Axure and Invision
- Produced all interactive style guides and pattern libraries

Senior User Experience Specialist

Medullan – Cambridge, MA

December 2012 – May 2014

- User persona creation, task analysis, user and business requirements gathering, use case writing, journey maps
- Researched, strategized, and created all UX/UI for Aetna and Verizon

Lead User Experience Designer

Blue Cross Blue Shield – Quincy, MA

January 2012 – December 2012

- Conducted qualitative A/B testing to gauge user engagement and effectiveness of proposed design solutions
- Created detailed mockups, design guidelines, user flows and visual assets for Provider Central web portal

PREVIOUS EXPERIENCE

Interactive Designer / Psynchronous Communications / 2007-2012

UX TOOLBOX

Method

Agile, Lean UX, User Research, Competitive Analysis, Market Research, Vision Board, Personas, User journeys, Task Flows, Wireframes, Interviews, User Testing

Design

UI, UX, Mobile, Web, Visual, Interaction, Data Visualization, Information Architecture

Software

HTML, CSS, VUE.js, Axure, Invision, Adobe Creative Suite, Jira, Confluence

RECOGNITION

Exploravision - Toshiba/ NSTA

2018 / Honorable Mention /

Wearable Devices / Scanholo

Novartis Thalassemia App Challenge

2013 / Honorable Mention

My Child and TM

EDUCATION

Gibbs College - Boston, MA

Associates Degree

Visual Communications