

Profile

Travis
Leslie

Product Designer

Date of birth: Feb 3, 1989
Address: BOI, ID, 83703
Phone: +1 (208)284-6163
Email: Hello@Travisleslie.com
Website: Travisleslie.com

Versatile product designer passionate about creating intuitive, impactful experiences for users and businesses. With 8+ years of experience, I specialize in crafting user-centered, business-driven products that align with both user needs and strategic goals.

Experience

Employment

Jan 2022 — Present Boise
Product Designer at TL Designs

Specializing in B2B Applications, Mobile Apps, and Websites

Concept to Final Design:

- Guided clients from initial concept through research, low-fidelity wireframes, high-fidelity mockups, and final vetted designs.
- Conducted market research and competitive analysis to inform design strategies.
- Created detailed personas, user journeys, and scenarios to ensure user-centered design.

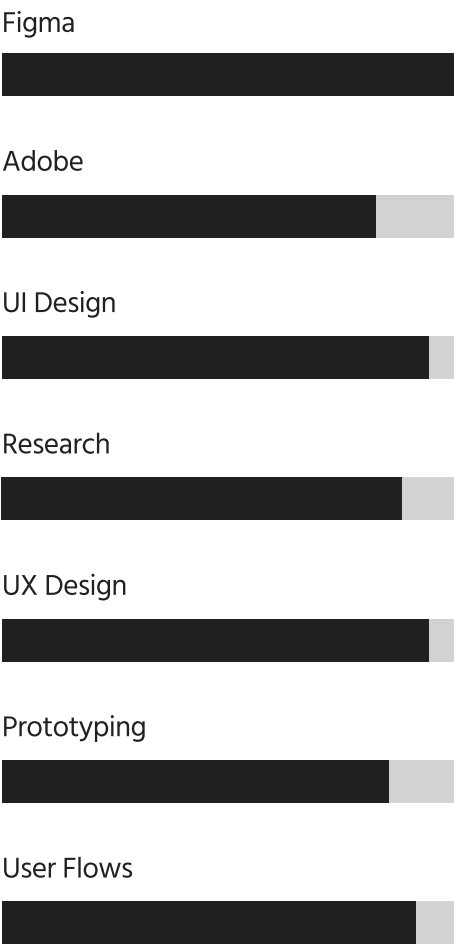
Prototyping and User Testing:

- Built interactive prototypes using Figma to simulate real-world interactions.
- Led user testing sessions and iterated designs based on feedback.
- Delivered developer-ready design assets and specifications.

Client Collaboration:

- Maintained clear communication and provided regular updates throughout the project lifecycle.
- Managed client expectations and ensured timely project delivery.

Design Skills



Design Experience

Key Achievements:

- Successfully designed and launched high-impact B2B applications, enhancing client productivity.
- Developed mobile apps with positive user feedback and high app store ratings.
- Improved client websites, leading to increased user engagement and conversions.

Sept 2017 — Dec 2021

San Francisco

E-commerce & Community Lead at ProGrade Digital

Specializing in E-commerce, landing pages, community & CRO

User-Focused Designs:

- Created and implemented user-centered designs on Shopify.
- Developed optimized social media channels for better user engagement.
- Designed high-converting product detail pages (PDP) and landing pages.

Consistent Branding:

- Established a strong community through consistent and cohesive branding.
- Ensured all design elements aligned with the brand's visual identity and user expectations.

Key Achievements:

- Accelerated the Shopify store from launch to over \$1M in revenue, focusing on landing pages, PDP, and core user base with user-centric design.
- Increased user engagement and likability through design that fostered trust, reliability, and appeal.

Design Process

Client communication
& collaboration

Conceptualization

Research

User-Centered Design Process

Lo-Fi Wireframes

Hi-Fi Mockups

Prototyping and User Testing

Final Vetted Designs

Design is not just what it looks like and feels like. Design is how it works.

-Steve Jobs



Design Experience

Jan 2013 — Aug 2017

Boise, San Fransisco

CEO/ Lead Designer at Art of Visuals

Community, growth, creative & design lead.

Design Leadership:

- Led the design of a globally recognized photography community, growing to over 1M members.
- Enhanced user engagement through intuitive branding and seamless user experiences.

Key Components:

- iOS App Design: Created a user-friendly app with intuitive navigation and appealing visual design.
- Sold-Out Magazine: Designed a quarterly magazine that consistently sold out, engaging the community with high-quality content.
- High-Converting Shopify Store: Developed a Shopify store with effective landing pages and PDPs, driving high conversion rates.
- Focus on Growth and Conversion: Strategically optimized user journeys and interactions to boost engagement and conversions.
- Building Trust with Leading Brands: Collaborated with top brands, establishing trust through consistent and high-quality design.

Key Achievements:

- Grew the community to over 1M members through strategic design.
- Increased revenue to over \$1M by focusing on user-centric design for Shopify.
- Generated over 115,000 pieces of content on our app in ~8 months.
- Increased revenue through effective design strategies and high-margin digital products.

Certifications:



Google UX Design Specialization



Meta React Basics

Development Skills

React



Tailwind CSS



Firebase



Github



Frontend

