

TRAVIS ROBERSON

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DIRECTOR OF ENGINEERING

Mobile Development | Strategic Planning | Product Roadmaps | Cross-Functional Team Leadership

Experienced senior engineering leader with 13 years of proven success in driving multimillion-dollar mobile development projects. Achieved 4.6 million downloads and an annual revenue growth of 83%+ through customer-first mindset. Skilled in simplifying processes and improving features to boost conversion rates. Adept at leading high-performance teams to exceed objectives and achieve operational efficiency in ambiguous environments. An influential C-level advisor with a passion for mentoring team members to deliver exceptional customer experiences.

Web & Mobile Application Development | Crypto | Android & iOS Development | Product Development | Feature Development | Testing | Code Reviews | Fintech | Software Engineering | Agile Methodologies | Cloud Platforms & Solutions | Continuous Process Improvement | Project Management | New & Emerging Technology | Training | Coaching, Mentoring, & Team Building

TECHNICAL & SOFTWARE SKILLS

Languages: Java, Swift, Kotlin, C++, JavaScript, HTML, CSS

Frameworks: Jetpack Compose, SwiftUI, React, TypeScript, React Native, Redux, Gatsby

Development Tools: Android Studio, Gradle, XCode, Visual Studio Code, Segment, MixPanel, AppsFlyer, Embrace, FullStory, Jira, Confluence, Firebase, AWS, Git

CAREER HIGHLIGHTS

Eco Inc. | SEATTLE, WA

04/2022 – 05/2023

Digital crypto currency platform that can be used as a payment tool for daily-use transactions.

SENIOR ENGINEERING MANAGER

Joined to scale the iOS and Android teams in preparation for Eco token launch. Led a team of 8 senior mobile engineers supporting a user base with over \$65M in user deposits. Partnered with Head of Product to drive product roadmap, planning, feature development and integration reporting directly to Head of EPD (Engineering, Product, Design). Oversaw hiring, team career development, and performance management.

- **Launched over 26 feature releases on iOS over 12 months** consistently delivering on roadmap planning
- **Increased team size by 200%** through hiring 5 new team members in 2022
- **Realized 45% decrease in CAC** by leading integration of cross platform attribution analytics
- **Realized 35% increase in new user conversation rate** by championing funnel refactor on iOS
- **Led team to build and deliver greenfield Android app in 2 quarters** at feature parity to existing iOS app
- **Decreased release defect rate < 1%** by driving integration of App monitoring tools and championing < 80% unit test code coverage

SHUTTERSTOCK (PREVIOUSLY PICMONKEY) | SEATTLE, WA

10/2013 – 04/2022

Global provider of stock photography and photo editing tools with over 300K subscribers. Acquired PicMonkey in September 2021.

SENIOR ENGINEERING MANAGER | SHUTTERSTOCK (09/2021 – 04/2022)

DIRECTOR OF ENGINEERING | PICMONKEY (12/2020 – 09/2021)

MOBILE ENGINEERING MANAGER | PICMONKEY (06/2017 – 12/2020)

Promoted to lead a team of 5 onsite and 5 offshore engineers, supporting mobile application development across the Android and iOS platforms. Promoted again in early 2021 to lead a team of 10+ engineers, QA staff, and designers to support a mobile app with over 4.6 million downloads. Post Shutterstock acquisition, lead team of up to 10 principal/senior engineers, UX, and QA team members in the continuous leadership of the PicMonkey mobile application. Drove product planning, product roadmap, marketing strategies, feature development, and integration, reporting directly to the CEO.

- **Launched over 50 feature releases and 100+ total releases** to the iOS store in 2020.
- **Instrumental in leading the \$110M PicMonkey acquisition**, representing mobile strategy and tech stack to communicate value proposition. Partnered with executive leaders throughout the process.

- **Led team to be on track to grow mobile revenue 83%** in 2021.
- **Realized 60% YoY mobile revenue growth** in 2020 after optimizing funnel strategies including reducing paywall friction.
- **Generated a 40% YoY increase in the subscriber base** after spearheading the development and launch of new key features including a background remover tool, templates, photo filters, and stock photos.
- **Increased iOS paid conversion rate from <1% to 5.8%** through continuous improvement of design and features.
- **Boosted Google Play Store app rating from less than 3 stars to over 4 stars, in 45 days**, by introducing a new in-app review strategy, empowering users to review the app after key positive interaction points.
- **Reduced release timeline by 30%** after building a cohesive relationship with the design team, substantially boosting efficiency while implementing agile strategies.
- **Increased application stability rate from 97.5% to 99%, shrinking Android codebase by 20%**, after championing the migration from Java to Kotlin for the core Android application.

SENIOR ANDROID MANAGER | PICMONKEY (10/2013 – 06/2017)

Joined as 1 of the first 12 employees in the company, hired to create and oversee all aspects of the Android mobile application. Drove technology recommendations through continuous learning and staying abreast of the latest mobile development tools.

- **Co-designed, developed, and implemented the photo editing and design app from the ground up**, leveraging a hybrid of native Android and shared C++ rendering library utilizing OpenGL.
- **Transformed a chat application to a photo editing app and brought it to market in 8 months**. Collaborated with product owners through design iterations, focus groups, and user surveys.
- **Grew combined app revenue from \$300K to \$2.4M in 18 months**, serving as the first in the company to fully monetize the PicMonkey app.
- **Grew the app from 200K monthly active users to over 2 million downloads** in 4 years.

MANTIS TECHNOLOGY GROUP | KIRKLAND, WA

02/2009 – 06/2012

Delivers technology solutions and custom software design/development to Fortune 200 companies.

SENIOR SOFTWARE ENGINEER

Served as a consultant to support complex projects across multiple startups and mature organizations. Leveraged primarily Java-based technologies to work across the full dev stack, from small Android apps to large-scale commercial e-commerce web/back-end solutions.

- **Integral in building out a retail web fulfillment system for a \$200M revenue business**, connecting various systems for online checkout processes.
- **Reduced chargebacks by 80%** by playing a key role in the build of a credit card fraud detection system.
- **Implemented a messaging application** for a BLTE (low energy Bluetooth) connected watch.
- **Built a smart traffic light POC for Intel**, leveraging Google Glass, Node.js, and WebSockets.
- **Developed multiple new features for an existing Java-based order management system** for L'Oréal.

ADDITIONAL PROFESSIONAL EXPERIENCE

Senior Android Engineer | Groupon

Collaborated with designers to balance proposed UX with best practices and build a complex mobile UX. Launched Android standalone travel deals app, Getaways by Groupon. Played integral role in hiring new team members including conducting job interviews and technical screenings.

Coach & Mentor | Plato HQ

Provide coaching & mentorship to engineers and engineering leaders

EDUCATION

Bachelor of Science in Computer Science, Specialization in Business | Seattle University, Seattle, WA