

# Travis Hall

UX Designer / UI Developer

www.travishall.design

hello@travishall.design

715.456.5159

Results-driven designer/developer with a robust background in crafting user-centered interfaces for eCommerce platforms and marketing initiatives. Demonstrated expertise in employing design systems, wireframing, prototyping, and user research to elevate user experiences. Proficient in HTML5, CSS, JavaScript, and adept at utilizing various design tools. MFA in Interactive Media with a focus on Interaction Design and experience teaching in post secondary institutions.

## Experience:

### Senior Design Manager, UX Design Lead

**Arrow Digital: Arrow Electronics, Inc.**

**January 2016 - Present**

- Spearhead UX design initiatives for Arrow Electronics' eCommerce platforms including arrow.com, my.arrow.com, and verical.com, ensuring alignment with business objectives.
- Establish and optimize UX processes, including design sprints, usability testing, and issue tracking, fostering a culture of continuous improvement.
- Collaborate closely with technical teams and stakeholders to prioritize feature development and uphold user-centric design principles.
- Instrumental in delivering Arrow's Interface Design System, enhancing consistency and usability across digital touchpoints.

### Senior Front End Developer

**ideapark (now Ingredient/wgdt)**

**September 2013 - January 2015**

- Led front-end development projects for prominent clients such as Target, Betty Crocker, Box Tops for Education, and Stunt Puppy, delivering standards-compliant code for websites and email campaigns.
- Collaborated with visual designers and marketing managers to translate design concepts into compelling user experiences, contributing to the success of targeted marketing initiatives.

### Front End Developer

**The Lacek Group**

**September 2010 - February 2013**

- Partnered with art directors and visual designers to create responsive microsites and dynamic email campaigns for loyalty marketing efforts, catering to brands like US Bank and Enterprise Car Rental.
- Pioneered the development of The Lacek Group's inaugural responsive agency website, showcasing technical prowess and design acumen.

**Visiting Artist / Faculty**  
**Minneapolis College of Art & Design**  
**August 2008 - August 2010**

- Provided instruction in digital media design and web development, covering topics such as digital image creation, audio/video production, and front-end technologies. Taught both Postbaccalaureate and undergraduate courses.

**Freelance Designer / Developer**  
**travishall.design**  
**May 2005 - Present**

- Offered services ranging from art direction and branding to wireframing and bespoke site development.
- Worked with agencies including McCann, Likeletter Projects, Morsekode, playworkgroup, and others.

**Expertise:**

**Skills:**

- Design Systems
- User Experience Design
- User Interface Development
- Wireframing & Prototyping
- User Research & Usability Testing
- Information Architecture
- Product Strategy
- Agile Development Methodology

**Tools:**

- Figma / Figjam
- VS Code & Nodejs
- Command Line Interface
- Atlassian Suite
- Sketch
- Adobe Creative Suite
- Pen & paper
- post-its & whiteboards

**Technologies:**

- HTML, CSS, JavaScript
- React & Nextjs
- TailwindCSS
- Vue & Nuxt
- Shopify & Square
- Wordpress, Strapi
- GraphQL, Apollo
- GitHub, Bitbucket

**Education:**

**Master of Fine Arts - Interactive Media**  
**Minneapolis College of Art & Design | Minneapolis, MN**  
Visual Studies concentration in Interaction Design  
Teaching Assistant for Foundation Media Courses

**Bachelor of Fine Arts - Multimedia Design**  
**University of Wisconsin Stout | Menomonie, WI**  
Focuses in Graphic Design & Printmaking