Travis Franklin

UI engineer // Frontend developer

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Summary

Front End / UI / UX engineer offering over 16 years of experience designing for brands in both print and web. I have also guided marketing strategy for multiple companies over the past 7 years. I specialize in responsive web experiences, modern CSS, and thoughtful, accessible design.

Core Competencies

- Brand design and development
- UI/UX planning and design
- Customer interaction marketing
- Product Education
- Defining success, monitoring, and executive reporting communicating brand performance
- Graphic design, prepress, and production processes
- Google Analytics & SEO/SEM/PPC
- Process Improvement
- Managing multiple client projects from beginning to end with tight deadlines

Professional Experience

Freelance Frontend Developer
2020 - Present

Travis Franklin Design — Hashology.io — Clikr

- Planned UX design of the core functionality of Hashology's newest application, Clikr.
- Developed mocks of the core user interaction loop using Adobe XD.
- Researched and implemented the tools and techniques necessary to iterate on the mockups I created.
- Provided UI design direction for existing website designs.
- Patched parts of the frontend component library being used (Vuesax)

Although Clikr is still in a pre-alpha state, I'm already more proud of my work on it than anything I've previously done. The work I've done has required me to step outside of the status quo of web design, and into concepts similar to graphing, and SVG bezier manipulation. A non-disclosure agreement keeps me from describing more of the application at this point, but it will become a powerful tool for building and managing DevOps infrastructure.

Freelance Frontend Engineer
2019 - 2020

Travis Franklin Design — Amaya Editing Inc. — Kaoshi

- Rebuilt frontend for a global fin-tech application.
- Worked with the Vue/Laravel stack.
- Built the ui of the application's email messaging platform allowing users to send and receive emails with attachments, and search emails. Email sending was needed for users to communicate with banks and remittance services, so their content was limited to simple text and pdf/text attachments.
- Moved application from Bootstrap to Vuetify as it better synergized with Kaoshi's look and feel while providing the design components we needed to move rapidly through the design process.
- Planned user flow and experience through the application's core functionality.

Kaoshi's founder had a fantastic idea for an application. When I came onboard, Amaya Editing Inc. had built in some functionality of the frontend, and had just reached the stage where they were beginning to work through how a user would actually experience the application. I visually modernized the look and feel of the ui, then I mapped and streamlined the expected user routes. After this I was able to begin work on new features, like building the design of their new in-app user email system.

Marketing & Creative Director
2012 - 2019

Premiere Speakers Bureau (and associated brands)

- Guided marketing strategy and brand development as well as designed user experiences across multiple brands and websites.
- Designed UX of an agent portal that aided customer/agent communication, insights-driven speaker-selection, contracting, event planning, and payment.
- Empowered sales agents with thoughtfully designed tools for measuring success, reducing lead

Education

Bachelors of Communications | Advertising
Lee University (2006-2010)

Front-end Nanodegree
Udacity (2019)

Tech Proficiencies

- Adobe Creative Suite
- Javascript ES2015
- VueJS
- HTML/CSS
- Git
- Sketch/XD/InVision

Recommendations

"I worked with Travis directly for over three years. Travis is highly effective at getting things done and managing multiple complex projects at the same time. For both technical and creative projects, he is capable of starting with a basic prompt and fully executing on it in a creative manner without detailed direction. He possesses a rare amount of both work ethic and creativity. On a personal level, he is a joy to work with, as I'm fully certain everyone who worked with him alongside me would agree. I would strongly recommend Travis for any challenging technical and/or creative role."

Matt McKnight
President of Premiere Marketing, Inc.
Managed Travis directly

"Travis is truly outstanding in his regiment. His development and commitment to grow is unparalleled to other Frontend enthusiasts I've mentored, and this was easily noticeable over project reviews and weekly 1:1 video calls where his consistency surely delivered high quality results. The Udacity team was surely happy to pick one of his projects to demonstrate it as a case study and to inspire prospective professionals! I highly recommend him as you will find him to be a serious passionate professional willing to do the necessary work."

Giwoo Gustavo Lee
Machine Learning and Natural Language Processing Researcher at FSU
Mentored Travis at Udacity

loss, and knowing what actions to take next to be most affective.

- Worked to meet organizational goals, support market growth, and enhance the images of the group of companies connected with PSB.
- Translated insights-driven strategies into actionable plans to support and equip our agents.
- Oversaw all brand and marketing initiatives. This included print and web design, multimedia production, SEM/PPC and other web advertising campaigns, branded gifts and conference materials.

A major aspect of this role was working as the marketing and creative director for the group of companies connected with PSB: PremiereMarketing.com, PremiereCollectibles.com, PremiereTransportation.com, BulkBooks.com, and LiveSigning.com.

Each business required a separate marketing plan and vision, and maintained their own brand initiatives. These companies ran the gamut from B2B, B2C, and even C2C. I designed the UI/UX of all of these websites, along with their content management systems. I worked closely with a team of developers to implement designs, and at times wrote and edited code myself.

Advertising Art Director   2011 - 2012
Life Care Centers of America

- Worked with the senior copywriter and advertising director to produce recruitment campaigns for over 200 Life Care facilities across the U.S.
- Directed photo shoots for campaign artwork.
- Created Addy award winning brand awareness campaigns.

I produced award-winning print and web employer brand/recruitment marketing campaigns.

Photographer   2010 - 2015
Travis Franklin Photography

Media Manager   2001 - 2007
Heart for the World