

# **Travis Neilson**

## Full Process Designer

*Hello Google. Let me tell you a story.*

*Two days after we buried my Grandfather, my little girl came into the world. That was five years ago. I remember it clearly because the juxtaposition of those two events seemed so poignant to me.*

*Shortly thereafter I wrote an article on my website titled "Spheres of Influence", in which I concluded that "to truly live an extraordinary life, you must strive to reach and influence as many people as deeply and as profoundly as you possibly can."*

*Since then I have done my best to do exactly that. I have sought to mentor and lead where appropriate, I have tried to make sure the work I created was always the kind that I was proud of; the kind that helps others pursue their own goals. Recently I've taken on a more public persona — teaching and motivating the next generation of creators through producing videos, podcasts, and articles that are intended to teach professionalism and promote creative health.*

*I see this opportunity to discuss a future with Google as an extension of this guiding principal. Google is a company famous for many things, and among them creating tools that uplift and push the human experience further. Google's reach is unparalleled in executing these projects. This aligns perfectly with my values.*

*Thank you for taking the time to have these discussions with me.*

# Work Experience

---

## **Senior Product Designer, Frontend Architect**

### **Tubular Labs**

*December 2012 – Present (2 years 7 months)*

Tubular has inspired and challenged me in ways I never expected. Here I have designed systems and tools professionals use to enhance their own creative endeavors in online video. Clients range from YouTube Channel owners and Multi Channel Networks, to large brands like Pepsi and HGTV. Learning from the community and being inspired by all of these super creative people, I started my own YouTube channel, DevTips, where I teach people frontend development in my own special way.

---

## **Product Designer, Front End Developer, UX Planner**

### **Britely (acquired by Groupon)**

*September 2011 – December 2012 (1 year 4 months)*

An integral part of the core product team, not only did I create and code the visual designs for more than 5 pivots in this company, but I also was key in helping define the products from their inception and working through product management problems from idea validation to ux research and testing. At a startup like this, you wear many hats.

---

## **User Experience Designer**

### **Sparkart INC.**

*December 2010 – September 2011 (10 months)*

Sparkart is a wonderful place to work. Our clients are some of the biggest entertainment acts in the world. It's awesome to have worked with that amazing team on clients like Janet Jackson, The Killers, Bon Jovi, Rascal Flatts, Ultra Music, Kathy Ireland and more. It was a sad day when I left the team.

# Work Experience (continued)

---

## Creative Director

### BrainTrust Marketing

*August 2008 – December 2010 (2 years 5 months)*

I helped grow this little agency from four people to fourteen. I was instrumental in creating designs and developing campaigns and pitches that won us some very exciting clients and awards.

---

## Art Direction, Graphic Design, Web Development

### Sole Proprietor

*February 2005 – August 2008 (3 year 7 months)*

I quit my job in sales and started doing what I loved as my career. It was the scariest, most exciting time in my life.

---

## Educator, Mentor, Community Builder

### DevTips

*September 2013 – Present ( 1 year 10 months)*

Every week I produce and publish a video on YouTube that reaches up to thirty thousand views. In these videos I teach and encourage the next generation of web-builders.

I've published 180 videos to receive 1.6 million views totalling over 8 million minutes of watch time. I've responded to about 10,000 comments and questions, giving tips and encouragement along the way.

This is one of the things I am most proud of creating throughout my entire career.

# Case Study: Tubular Labs

**Skills Showcased:** Customer Research, Design Thinking, Application Architecture

## Problem

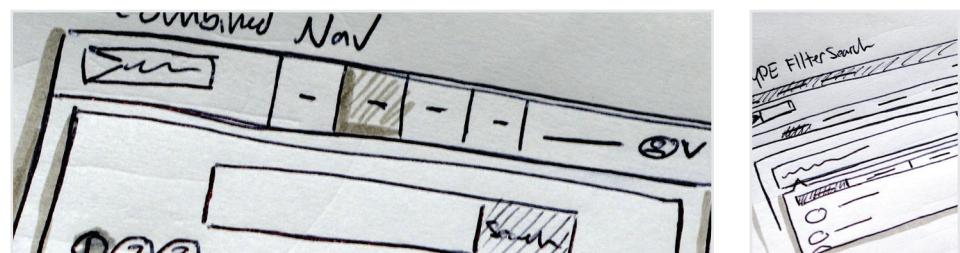
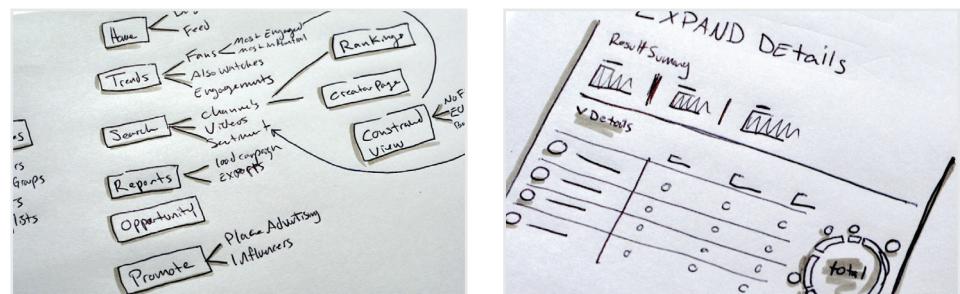
From over the two years of moving quickly and building tools to respond to our customers needs in the fast-changing industry of online video, our app has grown into a monster of tacked-on features and design decisions that "made sense at the time".

We looked at the issues facing brand new users and identified the top three issues as:

1. The application hierarchy; finding your way from one part of the app to another is often not clear.
2. The application controls are intimidating
3. Our result-information is very dense

## Sketches

Through discussions with users, prospects, owners, and more; we worked our way through many workflows and usage paradigms.



## Solutions

You can see that as we built out features to answer customer demands, they were added as sections and sub-sections pretty randomly.

We worked hard to consolidate the menu options and simplify them. Also, notice that the search bar is extended to more clearly define hierarchy.

Finally, we were more aggressive in restructuring the navigation. Resulting in more simply achieved user goals. Also, a focus on space and rhythm led users to better understand what to do next in their workflow.

While the whole app got a refresh, the changes are most clear in the navigation paradigm and header design.

The figure consists of three vertically stacked screenshots of the Tubular app's interface, illustrating the evolution of its navigation paradigm. Each screenshot shows a different version of the top navigation bar.

- Top Screenshot:** Shows a complex navigation bar with multiple tabs: AUDIENCE DASHBOARD, INTELLIGENCE (highlighted in red), MESSAGES, SEO, CUSTOM LINK ONE, CUSTOM LINK TWO, and HELP. Below the tabs is a logo for 'tubular' and a user profile for 'Clark Kent'. The main content area is titled 'CHANNEL INTELLIGENCE' with sub-sections for TOPICS, SEARCH, and EXPORT.
- Middle Screenshot:** Shows a simplified navigation bar with tabs: YOUTUBE DASHBOARD, INTELLIGENCE (highlighted in red), and CREATOR PROFILES. Below the tabs is a logo for 'tubular' and a user profile for 'itsrishi'. The main content area is titled 'CREATOR' with sub-sections for TRACK, VIDEO, and SOCIAL.
- Bottom Screenshot:** Shows a further simplified navigation bar with tabs: HOME, TRACK, SEARCH (highlighted in red), REPORTS, and a user profile for 'Clark Jensen'. Below the tabs is a logo for 'tubular' and a user profile for 'itsrishi'. The main content area is titled 'SEARCH' with sub-sections for CREATORS, VIDEOS, and SOCIAL.

Curved arrows on the left side of each screenshot point from the previous version towards the current one, indicating the progression of the design evolution.

## Results

With these changes along with a few marketing initiatives, like webinars and other instructional efforts, we have seen a dramatic increase in key metrics like: time on site, queries searched, and reports generated.

## Next Steps

Having established a holistic framework for the app we can continue to refine and add to our customer offerings, keeping these principals in mind.

**Travis Neilson** Full Process Designer

# Case Study: DevTips Community

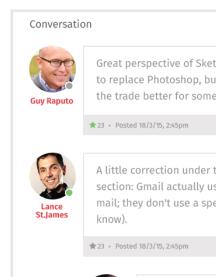
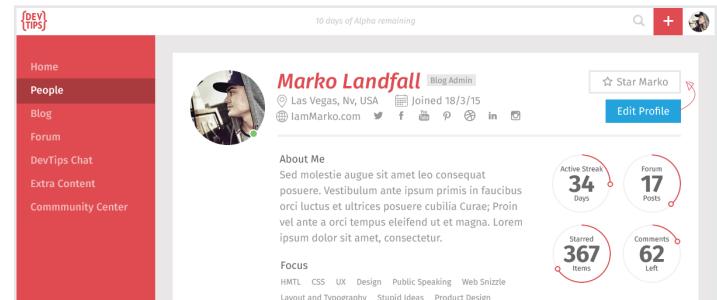
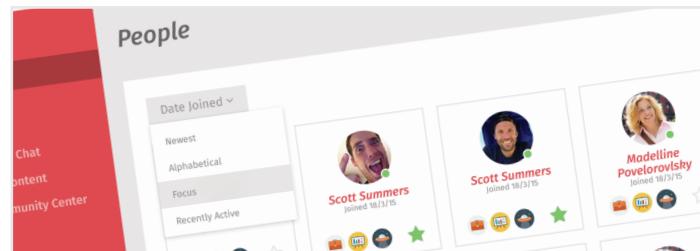
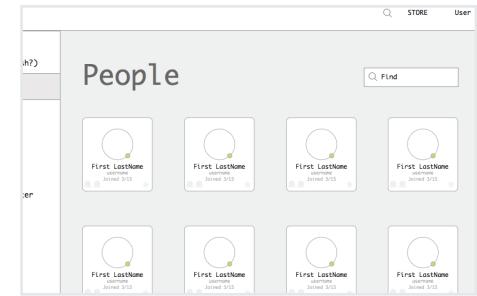
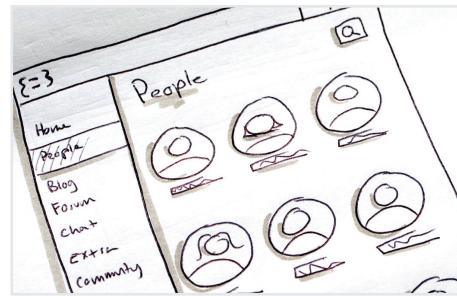
**Skills Showcased:** Community Scaling, User Testing, Sketching, Wireframing, UI/Visual Design, Branding, Project Management, Documentation

## Problem

For the past two years I've made weekly videos teaching and encouraging the next generation of web-builders. Eventually I realized that I needed to find a better way to facilitate my audience to connect with each other. This is the genesis of DevTips.Community, currently in development.

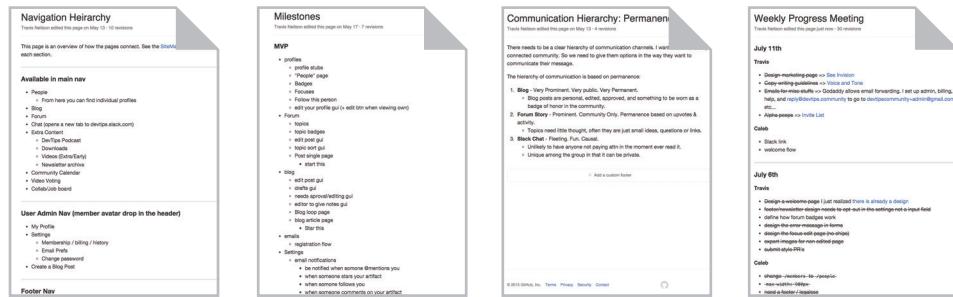
## Solution

I believe that essential to design is the ability to communicate and publish. Part of the mission of DevTips is for everyone to become a publisher. This community site is created to encourage communication, sharing, mentoring, and publishing.



## Project Management

To enable me to continue with my already intense publishing schedule I hired a developer from the DevTips community to assist me in the build. This necessitated complete documentation via a github wiki and weekly accountability meetings.



## Results / Next Steps

Limited alpha user testing currently underway.

DevTips Community Testimonials...

*"Your videos have taken me out of my comfort zone and introduced me to some really cool ways of thinking about design coupled with some development tools which I don't think I would have found without DevTips. It has been really enlightening and rewarding."*

— Paul Radford

*"It's a privilege to be part of the Dev Tips community and to be able to contribute in a small way, to enable Travis to keep producing quality work for the world."*

— Don McNair

*"The DevTips community is inspiring and friendly. I came to show support but found I got the most benefit from the interaction with friendly, like minded developers and designers"*

— John Nerush

**Travis Neilson** Full Process Designer

# Case Study: Music App

**Skills Showcased:** Ideating, sketching, prototyping, communication

## Task

As a music lover I was frustrated with the native music app on my iPhone. It felt like nothing more than a series of lists; neglected, and so far behind its desktop counterpart.

I wanted a fresh approach to my music. I wanted it to look and feel as good as it sounded. So I set out to make that a reality.

## Work

Visit [travisneilson.com/music-app](http://travisneilson.com/music-app) to see more details and an animated mockup.



Coming soon to the  
App Store

Same Music,  
New Experience.

The music app for iPhone.  
Reimagined. Redesigned.



Watch a guided tour

Remember how great your music looks.

Each album you love has a distinct design, as well as sound. We connect with the record covers as much as we do the lyrics. Now, rediscover your music visually.

Hello music, again.



**Travis Neilson** Full Process Designer

# Contact Information

---

<b>Phone</b>	702.579.5385
<b>Email</b>	TravisNeilson@gmail.com
<b>URL</b>	TravisNeilson.com
<b>Twitter</b>	@travisneilson
<b>YouTube</b>	youtube.com/devtipsfordesigners
<b>Podcast</b>	TravAndLos.com
<b>GitHub</b>	github.com/travisneilson
<b>Dribbble</b>	dribbble.com/travisneilson
<b>Behance</b>	behance.com/travisneilson

FullProcessDesigner.com