

ABOUT

Product Design Lead with 15+ years of experience in team leadership, digital product design, user experience, and business strategy across technology, retail, and health and wellness industries. Skilled in long-term thinking, vision, and collaboration while setting and implementing a high bar for design craft and digital strategies that increase revenue and drive brand growth. Can't live without Air Jordans, Kobes, and Nike SB Dunks.

Client Experience: Acura, Bread, Intel, Netflix, Nike, PlayStation, Samsung, T-Mobile, Taco Bell, Walgreens

EXPERIENCE

STAFF PRODUCT DESIGNER, BEYOND CONSOLE

PLAYSTATION

JAN 2022 – PRESENT

Team leader working at the forefront of several new global digital design initiatives in the PC space. These products require multiple levels of coordination across the organization from design, product management, engineering, and research. Creating traction around the design direction includes internal socialization with multiple product teams (across the US and Japan) to family within a larger design ecosystem.

CREATIVE DIRECTOR, DIGITAL PRODUCT DESIGN

RAZORFISH

DEC 2011 – JAN 2022

Led agency's digital design efforts with top-line client stakeholders. Collaborated cross-functionally with internal and external business, product, and engineering teams to ship incredibly polished user-centric work representing the brand and product experience. Utilized consumer research and data to inform product features and help define success. Mentored and developed senior and junior talent with an inclusive, welcoming culture.

Highlights:

- + Led, designed and shipped Taco Bell mobile app (iOS, Android, 4 million downloads)
- + Led, designed, and shipped 3 releases of Walgreens mobile app (iOS, Android, 700k downloads)
- + Led, designed, and shipped MVP of Bread Financial mobile app (iOS, Android)
- + Managed, designed and shipped Samsung Beacon mobile app (Android, 80 million devices)
- + Led and designed digital / physical experiences for T-Mobile Signature Stores
- + Led and designed digital on-screen touch UI experiences for T-Mobile Signature Stores
- + Led and designed digital reactive UI experiences for T-Mobile Signature Stores

ART DIRECTOR

TRIBAL DDB

AUG 2011 – DEC 2011

Designed and managed the visual direction and user experience for HealthyChoice.com. Worked cross-functionally with design, product managers, engineers, writers, and marketers. Delivered website and updates on time as well as defining more efficient processes.

INTERACTIVE ART DIRECTOR

YOUNG & RUBICAM

JAN 2011 – JUL 2011

Delivered a wide variety of digital marketing material — including microsites, emails, social media templates, banner ads, animations, and more — to clients spanning different industries.

SKILLS

SOFT

- + Coaching and mentoring designers
- + Championing design team and work to stakeholders
- + Conceiving, defining and executing creative strategy
- + Cross-functional partnership with producers, product managers, engineers, and UX researchers
- + Owning several high-impact workstreams

HARD

- + User-centric approach to design
- + Rapidly iterating and refining concepts
- + Experience delivering data driven work
- + Strong UX / UI design expertise
- + Cross-platform design experience (web, Android, iOS, emails, digital / physical experiential)

SOFTWARE

Figma
Sketch
InVision
Zeplin
Photoshop
Illustrator
InDesign
Dreamweaver
PowerPoint
Keynote
HTML, CSS, JavaScript

WEB3

NFT CREATOR

Contributing to the metaverse by creating, curating, and managing collections of unique NFTs to share and sell.

opensea.io/travislum
travislum.eth

EDUCATION

BACHELOR OF FINE ARTS, DESIGN

UNIVERSITY OF HAWAII AT MANOA

MAY 2004