Travis Jarrells UX Designer

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Skills

Qualitative Research   Usability Testing   Contextual Inquiry   Information Architecture   A/B Testing
Wireframing   Prototyping   Interaction Design   User-Centered Design   Journey Mapping
Comparative Analysis   Accessibility Design   Agile Methodologies   Survey Design

Experience

UX Designer   Big Fish Games / Product Madness   03/2022 - 07/2023

- Lead the design of information architecture on two mobile games. I worked in collaboration with game design and product to define and design key game mechanics, navigation, and onboarding experiences.
- Designed user flows, wireframes, and prototypes using insights generated through usability testing, first-tap studies, and surveys.
- Redesigned key early game flows to increase user retention by 35% across first week of play.
- Decreased onboarding length from 15 minutes to 5 minutes while increasing user engagement by over 100%
- Collaborated with game designers and product owners to create acceptance criteria for game features.
- Facilitated communication between departments using storytelling techniques and incorporated work from game design product, marketing, and art in UX deliverables.
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UX Designer   OneSpring   04/2021 - 03/2022

- Developed surveys, test plans, recruited users, conducted user interviews, and usability tests.
- Created customer journey maps, personas, priority matrices, user stories, and empathy maps to inform design decisions.
- Generated insights and design recommendations for hand off to stakeholders and development teams.
- Worked on B2B and SaaS solutions for geospatial mapping software and government data analytics tools.
- Designed screens and user flows for enterprise onboarding experiences.
- Conducted user testing in healthcare and medical device space for FDA approval

UX Designer   Freelance   03/2020 - 04/2021

- Developed surveys, conducted user interviews, usability tests, and ran heuristic analyses.
- Created user flows, wireframes, prototypes, style guides, journey maps, priority matrices, and service blueprints.
- Conducted comparative analyses to inform design decisions and feature recommendations.

UX Design Fellow   Bootcamp   01/2020 - 03/2020

- 12 week, 500 hour immersive user experience design program.

Education

M.F.A.   The Ohio State University   01/2020 - 03/2020

- Major in Visual Arts & Design

Certifications

- **ScrumMaster Certification   ScrumAlliance   2021**

- **Protecting Human Research Participants   D'Vinci Interactive   2022**

- **Social Media Marketing   HubSpot   2020**