Travis Jarrells

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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

Experience

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

- Lead the design of Information Architecture on two mobile games -- Paradise Fortune Casino, and a yet to be named NFL IP.
- Designed user flows, wireframes, and prototypes using insights generated through usability testing, first-tap studies, and surveys.
- Measured design success based on KPI's such as, first week user retention, play session length, engagement with core game loop mechanics.
- Collaborated with game designers and product owners to create acceptance criteria for game features.
- Facilitated communication between departments and incorporated work from game design product, marketing, and art in UX deliverables.

UX Researcher/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 stake holders and development teams.

UX Researcher/Designer	**Freelance**	**03/2020 - 04/2021**

- Developed surveys, conducted user interviews, and usability tests.
- Created user flows, wireframes, prototypes, and style guides.
- 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

Certifications

ScrumMaster Certification	**ScrumAlliance**	**2021**
Protecting Human Research Participants	**D'Vinci Interactive**	**2022**
Social Media Marketing	**HubSpot**	**2020**