

Travis Rudd

Senior UX Designer

<https://travisrudd.com>

303.648.1743

Hello! I am a Senior UX Designer, based out of Chicago, that has a passion for solving complex problems, and delighting users. My background is in visual design, but I find the most joy in measurable design successes, and research driven solutions.

I specialize in crafting intuitive, scalable systems that bring consistency and clarity to complex products, ensuring every element serves both functional and aesthetic purposes. Recently, I've enjoyed utilizing AI to help with process and workflow efficiencies. With a strong foundation in visual design, I thrive on creating beautifully designed interfaces that engage users while maintaining a focus on usability.

Work History

Cboe | Senior UX Designer

2022.06 – Current

- Create, establish, and manage a multi-theme design system, one that served the public website, and another that was used for applications
- Dev collaboration and handoff
- Run UX research sessions, not limited to, but including: Heuristic analysis, cognitive walkthroughs, card sorting, user surveys, user/stakeholder interviews, and usability testing (moderated)
- Work with stakeholders to create pages and features for the public website
- Work on creation and feature additions/management for a suite of financial support applications.
- AI integration w/ Claude code, to refine old processes and create new ones.

AGI Suretrack | UX Designer

2022.02 – 2022.06

- Create, establish, and manage design system for the Suretrack application
- Dev collaboration and handoff
- Run UX research sessions, not limited to, but including: Heuristic analysis, user surveys, user/stakeholder interviews, usability testing (moderated), and site visits
- Work on creation and feature additions/management for different pillars of the application

Make Digital Group | Senior Art Director

2021.04 – 2022.05

- Led creations and implementation of multiple new website projects
- Dev collaboration and handoff
- Manage and develop team of 4
- Strategy planning and roadmapping
- Run UX research sessions, not limited to, but including: Heuristic analysis, competitor research, user/stakeholder interviews, tree testing, and A/B testing
- Use google analytics and clarity heatmapping to inform strategic decisions
- Run stakeholder workshops, and presentation/review sessions
- Manage multiple projects concurrently, while meeting tight deadlines

iFocus Marketing | Creative Director

2020.01 – 2021.04

- Led and developed team of 5
- Led creations and implementation of multiple new website projects
- Dev collaboration and handoff
- Motion graphics and interaction design
- Wordpress and Webflow implementations
- Run stakeholder workshops, and presentation/review sessions
- Large-scale brand strategy sessions
- Project Management, planning and strategy

Further work history available by request or viewable on website above.

Work History (Continued)

Cox Automotive | Digital Designer II

2018.01 – 2020.01

- Execute user research on website flows
- Provide data/synthesis to site managers and developers with suggested changes
- Create and manage ad creation process, scripting, and team instruction
- Create display advertising assets based on marketing and product team guidelines and requests

Only Natural Pet | Graphic/Web Designer

2016.10 – 2018.01

- Manage design of entire retail website
- Conduct user (retail) research, provide wireframes and mockups to developer team
- Create strategy and roadmap of retail website
- Align with product owners to attain business goals, using marketing KPIs, and UX benchmark comparisons
- Help team with product packaging design

Boomerang Marketing | Lead Designer

2015.03 – 2016.09

- Provide design solutions for external agency clients, ranging from full website redesigns, marketing collateral, motion graphics and video assets.
- Conduct user research to provide recommended updates to client websites and application experiences

ALPS Inc. | Graphic Designer

2013.12 – 2015.03

- Provide website wireframes and mockups, for external client financial website designs
- Collaborate with developers to manage site progress, remove blockers, provide needed research and assets
- Create client annual reports and financial documents

Rally House | Graphic/Web Designer

2013.01 – 2013.12

- Manage company website; conduct user research section aligning with marketing and user goals
- Create all marketing collateral; digital and physical media
- Oversee large, conditional product launches, across multiple different sports league events

Education

Metropolitan Community College

Penn Valley | AAS Graphic Design

2011 – 2013

- Graduated; 3.7 GPA
- Prepress Certification