



TRAVIS PINNICK

Design Director | New York, NY

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PROFESSIONAL FOCUS

Design Director with over 15 years experience in product design and development. Experienced driving agile design teams to align with strategic product initiatives, including resourcing and direction.

Able to translate product requirements into complex design deliverables, and collaborate effectively with engineers, stakeholders and customers.

PROFESSIONAL EXPERIENCE

Director of Product Design

Current (New York) – Apr 2022 - present

Director and design manager for mobile banking application focused on checking, savings, credit, and crypto offerings.

Product Design Lead

Yext (New York) – Apr 2020 - Apr 2022

UX Lead for AI search data platform. Lead designer for Sites, Analytics, and Platform initiatives including design system library and global navigation.

UX Manager

ADP / Lifion (New York) – Aug 2017 - Mar 2020

UX Manager for large HR platform suite. Managed the Talent, Compensation, and Core HR teams and drove product development for related domains.

Sr UX Designer

Bitly (New York) – Mar 2015 - Aug 2017

Lead designer for product development of brand marketing analytics platform. Designed user flows, wireframes, interactive prototypes, and conducted user research for product development.

UX Designer

Quri / EasyShift (San Francisco) – Jan 2013 - Mar 2015

Designer for product development team for retail analytics platform. Designed user flows, wireframes, interactive prototypes, and conducted user testing for product development.

SKILLS

Design Direction

- Team Management
- Design Operations
- Information Architecture
- Design Systems
- User Research
- Product Strategy

Technical Skills

- Figma
- Sketch
- Adobe Suite
- HTML / CSS / JS
- Jira Administration

EDUCATION

The University of California, Berkeley

Master of Science (MS),
Information Management &
Systems

The University of Georgia

Bachelor of Arts (BA),
Communications