

Travis Raymond

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I am a multi-disciplinary designer with over 10 years of design experience in the fields of exhibit design, retail displays, environmental graphic design, 3d modeling and rendering, branding, and visual design. My journey as a creative problem solver is continuing to evolve. User Experience Design has been on my radar since graduating college. I have always enjoyed learning more about a user's experience and helping design solutions to improve those needs. I am looking forward to the next set of problems that I will get to help solve.

SKILLS & INTERESTS

Skills: User-Interviewing, Scoping/Planning, Journey Mapping, Usability Testing, Prototyping, Contextual Inquiry, Design Thinking, Wireframing, Visual Design, Personas, Mood Boards, Affinity Diagramming, and Data Synthesis

Technology Skills: Figma, Sketch, Adobe Creative Cloud, Axure, InVision, Miro Blender, SketchUp, Keynote, Microsoft Office

Interests: Rock climbing enthusiast, canoe camping, breakfast burrito specialist, environmental art sculptures, snowboarding in the mountains, lake superior views, and walking my dog around the lake near my house.

EDUCATION

Prime Digital Academy

User Experience Design Certificate

Minneapolis, MN

September 2021

- Immersive UX design program emphasizing research practices and methods for real-world clients.
- Human-Computer Interaction, Information Architecture, Interactive Prototypes, and Design Strategy

California Institute of Arts

UX/UI Design Specialization Certificate

Coursera-Online

March 2021

- Focused on creating User Interfaces, UI Prototypes, UX Research

University of Wisconsin-Stout

Bachelor of Fine Arts, Industrial Design

Menomonie, WI

May 2010

- 3.5, IDSA member
- Hand Sketching, 3D Modeling, Prototyping, Human Factors, Design History

WORK EXPERIENCE

Prime Digital Academy

UX Research + Design Student

Minneapolis, MN

May 2021-September 2021

- IoT Dashboard Design: Final group project is to build an internet of things dashboard to help metal fabricators with making data-driven decisions. The research phase of the project has included stakeholder interviews, an on-site design workshop with the pilot study client, and contextual inquiries with operation managers of metal processing plants. Currently developing a low-fidelity prototype for usability testing. Final deliverables will include an IoT Dashboard design, Landing page sales funnel, and synthesized research findings.
- NoteIt Mobile Application: My self-defined project was to create a product that would help users stay organized with their medical appointment and the subsequent notes. Primary and secondary research to understand the problem space, Information architecture to frame the user flow of the application, wireframes, and sketches to usability test the concept and a digital prototype for a demo presentation.
- Additional clients included Vertical Endeavors. We also worked with start-ups such as Cultivate, WeSparkle, and SoleSafe.
- The program focuses on the instrumental UX skills of User Research Methods, Usability Testing, User Journey Maps, Personas, Data Synthesis, Information Architecture, Sketching, Wireframing, and Rapid Prototyping.

- Independent and collaborative remote work environment with UX Designers, Research Studies, Client Presentations, and Design Critiques.

Skyline Exhibits

Eagan, MN

3D Visual Designer

Nov. 2018-June 2021

- Moderated client discovery interviews to strategize 3D exhibit concepts that would emphasize the user flow, increasing interactive touchpoint visibility and consistent visual design.
- A thoughtful cross-department collaborator who helped streamline workflows between design departments, project management, and custom fabricators.
- Strategic design partner on over 125 custom modular exhibits ranging from 10'x20' to 80'x100' footprints.

ASI Signage

Minneapolis, MN

Environmental Graphic Designer

May 2017-Sep. 2018

- Lead Designer for the Tomah Health Hospital interior and exterior signage system. Tomah Health constructed a new state-of-the-art \$66 million health facility located in Tomah, Wisconsin.
- Crafted the design and managed the implementation of signage systems for various wayfinding, interior, exterior, donor wall projects, and environmental graphics.
- Specialties included logo creation for businesses, custom visual elements for environmental graphics, preflight file preparation, and 3D renderings of proposed concepts
- Presented at a Minneapolis City Council meeting as the design expert for securing an exterior signage variance. A valuable experience presenting in front of city council members.

Gander Mountain

St. Paul, MN

Senior Visual Designer

Dec. 2012 - May 2017

- Strategically created immersive retail experiences with SketchUp, Adobe Creative Cloud, and physical prototypes to streamline the in-store marketing process for Merchandising Directors and Senior Management.
- Managed the creation and delivery of 55 new-store signage kits between 2013-2014, bringing the total to 160 stores.
- Developed a comprehensive design system guide for in-store experiential touchpoints and displays.
- Collaborated with the textile apparel department, visual marketing team, and in-store directors to create unique visual design solutions for various disciplines.

Creative Apparel Concepts

Minneapolis, MN

Graphic Designer

May 2012-Dec. 2012

- Streamlined preflight production for screen-printed apparel, photorealistic dye-sublimated jerseys, and seamless patterned loungewear.

The Powertex Group

Eau Claire, WI

Graphic Designer

May 2011 - May 2012

- Designed screen-printed apparel and custom headwear concepts for major retailers, music festivals, and outdoor sporting brands.
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