



TRAVIS LARSON

Senior Product Designer / Product Design Lead

Orlando, Florida, USA · +1 615-TLARSON (852-7766) · admin@travislarson.com

PROFILE

Senior product designer and product design lead for teams that need complex workflows, content systems, commerce surfaces, and brand-sensitive interfaces turned into production-ready digital products. 15+ years across UX/UI direction, design systems, front-end implementation, CMS/publishing platforms, ecommerce, education technology, and transaction onboarding. Best fit: senior IC or hands-on design lead roles that value product judgment, systems thinking, and implementation fluency.

CAPABILITY GROUPS

PRODUCT DESIGN AND UX DIRECTION

- Discovery, workflow mapping, journey mapping, information architecture, onboarding funnels, stakeholder review, and user feedback sessions.
- High-fidelity product UI, responsive interfaces, accessibility-minded states, prototypes, mockups, and design narratives for review and build.

SYSTEMS, FRONT-END, AND IMPLEMENTATION

- Design systems, reusable component patterns, HTML, CSS, Sass, JavaScript, Angular, PHP, WordPress, Drupal, Bootstrap, Foundation, Ruby CMS, Git.
- CMS/publishing architecture, taxonomy, editorial workflows, marketplace surfaces, ecommerce catalogs, product imagery, and handoff-ready UI detail.

SELECTED IMPACT

- 60+ brands: contributed UX, design, front-end, and SEO work to a shared publishing platform supporting a large editorial network.
- 6-person agency: grew a freelance web/marketing practice into a small digital agency serving small-business clients.
- Thousands of products: early ecommerce work covered catalog presentation, product imagery, cleanup, publishing, SEO, and marketing collateral.
- Portfolio evidence: travisrl.com/work maps current case studies to product design, UI systems, publishing platforms, commerce, and transaction UX.

EXPERIENCE

CURRENT PRACTICE

Doomgang — Owner, Operator

Remote / Digital Product Studio · Nov 2023–Present

- Runs a product/design practice focused on ecommerce, creator-led commerce, visual product systems, and operationally grounded digital launches.
- Connects storefront design with fulfillment, product presentation, shipping context, and commercial follow-through.
- Manages artist/client relationships, collaboration context, launch coordination, and presentation across creative product work.



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EXPERIENCE CONTINUED

PRODUCT LEADERSHIP

Ultimate Knowledge Institute — UI/UX Director

Orlando, Florida, USA · Aug 2019–Oct 2023

- Led UX/UI direction for a microservice-driven education platform, aligning product structure, interface quality, and front-end design-system execution.
- Facilitated user roundtables and feedback sessions, translating learner/operator input into clearer workflows and design priorities.
- Directed reusable product patterns for education microapps, including workspace, app-management, form, progress, and dashboard-style surfaces.

PLATFORM AND MARKETPLACE CONSULTING

Propy — UI Design, Transaction UX Consultant

Miami, Florida, USA · Dec 2022–Jun 2023

- Designed high-fidelity real-estate transaction flows for buyers, sellers, agents, and first-time users in a novel digital ownership model.
- Reframed onboarding around role-based paths, product education, marketplace modules, trust signals, title, escrow, and certification surfaces.

SEEN.HAUS — UI/UX Design, Artist Relations

Remote / International · Aug 2021–Dec 2022

- Created responsive marketplace/platform mockups for artist onboarding, collector discovery, promotion, stakeholder review, and launch context.

PUBLISHING AND FRONT-END SYSTEMS

Bonnier Corporation — Senior Front-End Developer

Winter Park, Florida, USA · Nov 2014–Dec 2017

- 60+ brands: contributed design, front-end, UX, and SEO work to a shared publishing platform serving a large editorial network.
- Led Foundation-based front-end patterns and implemented Angular editorial product interfaces within production constraints.

Ultimate Knowledge Institute — UI Designer, Developer

Orlando, Florida, USA · Nov 2018–Aug 2019

- Built prototypes and reusable interface patterns while advocating for user interface quality on education applications.

EARLIER FOUNDATION

Deliveron, Bonnier Publications, Bonnier Corporation, Airstar, Four Lane Media — UI / Front-End Design Foundation

Remote / Florida / Copenhagen · 2009–2018

- Angular/Sass product UI, Ruby CMS workflows, Drupal and WordPress publishing, responsive front-end production, client delivery, and six-person agency operations.

Wilson Marketing Solutions; Elite Products & Technologies — Ecommerce / Operations Foundation

Nationwide / Casselberry, Florida · 2003–2008

- Event operations, customer guidance, ecommerce layouts, marketing collateral, product imagery, online promotion, SEO, and catalog presentation across thousands of products.

EDUCATION / SIGNALS

- Digital Media Production — Institute for Engineering & Technology
- Business Management — Valencia College
- Interaction Design Foundation member — 2018–current; Webby Award signal: SAVEUR / Bonnier — 2013