



# TRAVIS SPANU

SENIOR PRODUCT DESIGNER

## ABOUT

Product innovator with 10+ years of experience crafting intuitive and engaging designs. My approach combines empathy, creativity, and strategic thinking to change the way people interact with technology. From concept to launch, I thrive at the customer-centric intersection between product, design, and engineering.

## EXPERIENCE

### FOUNDER

SIMPLI | 2024

Developed the Simpli brand, designed and launched readsimpli.com, and executed a prelaunch campaign that generated over 300 early signups. Translated and formatted books for publishing and created visually appealing covers. Pivoted from direct-to-consumer to Amazon publishing, generating a few hundred dollars in monthly revenue.

### SENIOR PRODUCT DESIGNER

NEARFORM | 2021 – 2024

Consistently provided clients with inventive solutions, leading to multiple contract extensions and referrals. Notably, for William Hill, implemented advanced filters that merged redundant pages, streamlining navigation and decreasing betting time from 7.5 to 3.8 minutes. Recognized for community contributions in modular design systems, color systems, responsive typography, motion design, and 3D interactions.

### PRODUCT DESIGNER

ILLIO.IO | 2020 – 2021

Lead designer for all customer facing experiences. Developed a new design pattern for nested prioritized lists. Created animations using After Effects to demo features. Established a flexible design system, enabling rapid iteration, which accelerated our design delivery target by 90 days.

### SENIOR PRODUCT MANAGER

BAZAARVOICE | 2018 – 2020

Developed Insights, a platform that analyzes user-generated content and provides actionable feedback for improving products, leading to an 8% increase in customer retention. Redesigned Sampling, a platform for generating product reviews to increase conversion. The redesign simplified the platform, enabling self-service and reducing labor costs by 63%, while also increasing the product review rate by 12%.

### PRODUCT MANAGER

BACKCOUNTRY | 2016 – 2018

Revamped the cart and checkout flow to simplify the process and clarify shipping expectations, which increased conversion rates by 18% and reduced shipping complaints by 74%. Redesigned the blog to align with our brand and better highlight product suggestions, resulting in a 15% increase in conversion.

## INFO



LOCATION

Austin, TX



PHONE

971-226-1060



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PORTFOLIO

travisspanu.com



LINKEDIN

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## SKILLS

- User Research
- Usability Testing
- Product Strategy
- MVP Prioritization
- Information Architecture
- Design Systems
- UI Design
- Motion Design
- Prototyping

## INTERESTS



Music



Climbing



Tacos

## EDUCATION

**BACHELOR OF SCIENCE, INDUSTRIAL ENGINEERING**

CALIFORNIA POLYTECHNIC, SLO | 2009 – 2013