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## **SUMMARY**

I spend a lot of time designing for and around how people feel. The relationship between a person and a product is built on nuance; it's grounded in identifying individual needs, but influenced through design, content, technology, and social connections. It's simple at its core. But simple is hard.

I'm Travis. I'm a Webby-nominated, product-focused leader with 17 years of experience in digital product design and UX. I've managed creative teams across web-based, mobile, and app environments. I'm an expert at leading discovery, and well-versed in process components such as personas, mental models, content strategy, sitemaps, wireframes, prototypes, testing, and functional requirement documents.

## **EXPERIENCE**

### **VP / Sr Director of User Experience, Digitas Health NY / Publicis Lifebrands Medicus 2016-Present**

I run the UX practice at Publicis LifeBrands NYC. In this role, I've doubled the size of the UX department, introduced design thinking into the organization, restructured the group to be prototype-first (encouraging tools like Sketch, Flinto, Invision, etc), sold through key ideas around testing and prototyping for regulatory reviews, added design sprints (where possible), and continuously sought to strengthen ties with design and tech.

### **Director of User Experience, Digitas Health NY / Publicis Lifebrands Medicus 2014-2016**

I created the UX practice at Medicus and, soon after, took on the additional role at sister-agency Digitas Health, NY. I manage UX for mobile and web-based products, focusing on global and US brand.coms, native apps, microsites, mobile sales aids (iRep, Skura), and client internal platforms. I'm regularly involved with market research, persona development, content strategy, requirements gathering, interface architecture, prototyping and overall user experience practice at the company. In addition, I'm working to expand the team and establish a process that integrates UX within the larger organization. Clients and brands include Daiichi Sankyo (Lixiana), AbbVie (Humira, Duopa), Pfizer (Rebif, Duavee), Mead Johnson (Enfamil), Sanofi, Boehringer Ingelheim (Gilotrif), Novocure (Optune) and Proctor & Gamble.

### **User Experience Manager, Saatchi Wellness 2013**

In this role, I consulted on UX and design for mobile and web-based pharma products. This included establishing a process that integrated UX within the larger agency framework. Brands included Benicar / Azor / Tribenzor, Humira, Nasacort, NexGard, Frontline Plus, GetMeHome.

### **Founder, ReadUps, ReadSocial, and BookGlutton, 2007 - 2013**

I have founded several startup ventures over the years, all of them revolving around the experience of reading together.

In **ReadUps**, people "meet up" to discuss content in small groups inside the text. Users read together at a distinct web address; when the schedule expires, the ReadUp disappears.

**ReadSocial**, on the other hand, is an API that uses hashtags to connect readers across different reading systems, allowing people to read together even while logged in via different social networks.

Last, but most significant, **BookGlutton** was my first social reading concept: the first browser-based e-book application to integrate real-time chat, asynchronous paragraph annotation, and virtual book clubs into the text itself. The e-commerce play, a bookstore and publisher platform, grew to 140,000 monthly unique users and 20,000 members, with a catalog of thousands on an à la carte, revenue-sharing model. It also earned two Webby-finalist awards, two W3 awards, and coverage in NPR's "All Things Considered," *Wired*, *TechCrunch* and *Mashable*.

### **Art Director at Fortnight Journal 2012**

As the sole UX advocate for this small but devoted journal of art and writing, I led the redesign of a paginated reading system that featured annotations and footnotes, recommending better ways to integrate rich media into article layouts. I also helped efforts to strengthen the core brand, and managed an offshore development team through the launch of the journal's redesign.

### **Sr User Experience Designer at Audible/Amazon - Audio Creation Exchange 2010 - 2011**

I took part in the UI development of a groundbreaking marketplace for audiobook production and distribution (used by Random House, Harper, Wiley, Pearson Education, and Writers House at launch). My role was to analyze and improve UX for complex marketplace interactions between rightsholders and audiobook producers.

### **Mobile Experience Lead, Broadcastr Apps 2010 - 2011**

A crowdsourced story-telling site and location-aware app with 40,000 active users and 8,000 recorded stories, Broadcastr.com enlisted me to concept new interfaces for their mobile products. Their Android and iPhone apps allowed users

to record stories and pin recordings to locations on a Google map. Key partners included the 9/11 Memorial & Museum, Fodor's, National Park Service, and Audible. My role was to lead design and offshore engineering teams in an agile workflow, promoting good design and solid UX patterns as we progressed.

#### **Mobile Product Lead at Electric Literature 2010**

This was a general UX role for an independent Brooklyn publisher of literary journals and apps. I produced and designed mobile wireframes for Human Rights Watch, a partner on a new digital publishing platform, providing guidance and support in optimizing a long-form reading interface.

#### **Product Designer at Flat World Knowledge 2008**

Advised on initial product plans for the Flat World Knowledge online reading system for open-source textbooks, a system used by 150,000 students annually. Designed the reading system, also contributed to UX and product design.

#### **Creative Director at JLOOP Rich Media 2004 - 2006**

This was a senior role at a small agency in Long Beach, CA. My work included overseeing creative for rich media, managing online community projects and marketing, leading discovery phases, company goal-setting, brainstorming sessions, and managing timelines and production, among other duties.

#### **Art Production Manager at Cisco Systems 2002 - 2004**

At Cisco, I served as an art and production manager for a team of 12 in the R&D department internally called the Creative Learning Studio. I planned and supervised production for nontraditional interfaces and motion graphics, and managed the creative work. Accomplishments of my team included the following:

- Establish Cisco's women-friendly workplace rating by creating a bilingual new-mother online class, licensed by the Mexican government.
- Concepted and managed the first interactive video project at Cisco, various Flash-based, puzzle adventure games, and a 5-part, worldwide interactive training module to help integrate new acquisitions.

#### **Sr Multimedia Artist at Organic.com 2000 – 2001**

I introduced this new role to the SF office, and created storyboards and interactive pieces for spec creative and production websites. The role was also partially client-facing, and major clients included Dodge, Macy's, Sony, Midway Games, Sprint, and Visa.

#### **Interface Architect at Zatso.com 1999 – 2000**

Zatso was one of a few sites in the 90s that ventured into the business of streaming video content. In my first digital job in the Bay Area, I contributed to the design and usability of a video streaming product for personalized local news

on the Web. I also made design recommendations on product integration for third-party sites, and concepted and created online ads.

### **Freelancer, 1997 - 2013**

- McCann Erickson –Microsoft One Degree of Separation Campaign
- KQED –Online game on urban planning
- O'Reilly Media –Competitive analysis and white paper on social features in reading systems
- Bibliocommons –Platform adding social features into library catalogs
- Brandtworks –Fintech site UX work
- University of California –Interactive tutorial for 800 teachers annually
- Wells Fargo –Instructional tool for international money transfers
- ELibris –Reading platform and bookstore
- panOpen –Open source learning platform with social features
- NetGalley –Complex catalog / dashboard site for publishers and consumers
- Globomaestro –Luxury travel site
- Southern Illinois University –Student Acquisition CD with 10K users annually
- SuperfineDesign –Small business site design projects
- Bradley University –Touchscreen kiosk development

### **AWARDS**

#### **Webby Awards**

Travel Category Honoree 2011  
Community Category Honoree 2010  
Community Category Finalist 2008

#### **Pixel Award Community Category Finalist 2010**

#### **W3 Awards for Excellence in Creativity**

Publishing Silver 2009  
Community Silver 2008

Interactive Panliterary Award Finalist 2006

#### **Brandon Hall Excellence in Learning Gold 2004**

Mercury Gold Award, Best of Show IACAS 2004

Clarion Award Silver 2004

Connecticut Quality Improvement Award 2004

Videographer Award of Distinction 2004

Crystal Award of Distinction 2004

#### **Macromedia Site of the Day 2002**

#### **Communication Arts Site of the Week 2002**

Electronic Literature Organization Showcase 2002

#### **Flash Forward Film Festival Finalist, Amsterdam 2001**

#### **OneClub Interactive Advertising Competition 2000**

AXIEM Award/Award for Excellence in Electronic Media 1999

BEA Award 1999

### **PUBLICATIONS & PRESENTATIONS**

O'Reilly TOC Publishing Conference 2013  
–*The Elusive Netflix of Ebooks*

**Book: A Futurist's Manifesto, A Collection of Essays from the Bleeding Edge of Publishing (2012) –Chapter 12 Above the Silos: Social Reading in the Age of Mechanical Barriers**

Charleston TOC Conference 2012 –*Device Agnostic: Sharing Content and Collaboration Across Platforms*

Tools of Change for Publishing Blog 2012-2013 –Friend of O'Reilly  
Contributing Writer

O'Reilly TOC Publishing Conference 2011 –21  
*Things Publishers can learn from Startups*

#### **Digital Book World Panel 2010 – Enhanced Ebooks and The Social Web**

Digital Book World Blog 2010 – *Three Predictions for Social Reading*

#### **Digital Arts and Culture Conference Extravaganza 2009– Morpheus Biblionaut**

**&Now Conference 2009 [Morpheus Biblionaut](#)**

O'Reilly TOC Publishing Conference 2009 –  
*Building a Better Web-based Book*

New River Journal of Digital Writing and Art Publication 2008 *Dandelion Chance*

Drunken Boat Publication 2007 *30 Days of Rain*

Transcultural Tile Project 2006 Contributing  
Artist

**Contagious Media Showdown 2005**

*Telequitter*

**Interactive Narratives Database 2004 *Who Is  
Flora***

Electronic Literature Organization Listing  
2002

The Squirrel: Interactive Zine, editor 1996  
American Poets' Literary Magazine,  
contributing writer 1996

The Lighter, contributing writer 1995, 1994

Proceedings of the Interactive Services  
Association 1994 *Community Computer  
Systems*

## **EDUCATION**

Founder's Institute, NYC, Fall 2010 (entrepreneur program)

MA Interactive Multimedia, Southern Illinois University 1999

Post Graduate Work in New Media, Bradley University, 1997

BA English, Minors in Chemistry & Business Valparaiso University 1996