

Travis Alber  
New York, NY • 347-845-7408  
travis.alber at gmail • @screenkapture

## SUMMARY

Webby-nominated, product-focused leader with 14 years of UX planning, strong relationships in digital publishing, and a firm understanding of both mobile and web-based environments, ready to be a business owner or team director.

## CORE COMPETITENCES

Expertise in managing creative teams and leading the discovery process. Fluent understanding of user experience and reading platforms. Comfortable with the differences between mobile, e-ink and web products. Familiarity with:

- Wireframing tools and UX design patterns - Omnigraffle, Visio
- Specifications and approaches to design for web, mobile web, iPhone/iPad and Android environments
- Budgeting and project management tools - Basecamp, MS Office, MS Project
- Various social platform approaches - building social networks, Facebook apps, Twitter APIs, uses of Google+, Gamification
- Creative tools - Adobe CS5, Photoshop, Illustrator, Flash, InDesign, Dreamweaver, Premiere, Finalcut, ProTools
- Publishing formats with an emphasis on EPUB and reflowable text
- Customer service tools, new business pitches, user feedback processing, and newsletter management with Sendgrid, MailChimp, CreateSend, Emma

## WORK EXPERIENCE

### **Co-Founder, ReadSocial (web and tablet API) 2011**

Founded company to create the first API to connect readers across different long-form reading platforms.

- Led business development initiatives for strategic partnerships
- Created Readum, the first tool to annotate Google ebooks with Facebook Groups
- Completed UX and graphic design for web and iOS views of the product as well as Admin views with a JQuery mobile base

### **Co-Founder, BookGlutton 2007 - 2011**

Founded company to create the first browser-based e-book application, including real-time chat, asynchronous paragraph annotation, and virtual book clubs (still the only e-book reading system to support real-time conversations using in-book chat).

- Grew site to 140,000 monthly unique users and 20,000 members, with over 1000 books for sale from publishing partners including O'Reilly Media.
- Facilitated publisher partnerships including Random House, Girlebooks, McGraw-Hill.
- Created UX and design for multiple versions of website, reading system and mobile presence.
- Authored and revised Patent: A Method for Allowing Users of a Document to Pass Messages to Each Other in a Context-Specific Manner #20090094537.

#### **Consultant, ACX (Amazon / Audible) 2010-2011**

Consulted on groundbreaking marketplace for audiobook production and distribution (used by Random House, Harper, Wiley, Pearson Education, and Writers House at launch).

- Analyzed and improved UX for complex marketplace interactions
- Recommended UI and design changes for recording, evaluation and overall site.

#### **User Experience Lead, Broadcastr 2010, 2011**

Led UX for crowdsourced storytelling site and location-aware app with 40,000 active users and 8,000 recorded stories; partners included Fodor's, National Park Service, Audible, and the 9/11 Memorial & Museum.

- Created interface across web, iOS and Android that allowed users to record stories on mobile phones and pin audio to locations on a Google map.
- Coordinated with remote engineering team's agile development workflow

#### **Usability Consultant, Electric Literature 2010 2011**

Managed UX for iPad and web-based Electric Publisher projects.

- Designed UX, graphics and motion for a touchscreen kiosk at the 9/11 Museum & Memorial
- Developed iPad UX and wireframes for Human Rights Watch iPad app.

#### **Design/UI Lead, Globomaestro.com 2010**

Designed Webby-nominated luxury travel site. Incorporated localized ratings, comments, and Google map overlays; designed the blog and video platforms used by concierges at the *St. Regis*, *Fairmont*, *Mandarin Oriental*, *The Surrey* and *The Bowery Hotel*.

#### **Consultant, Flat World Knowledge 2008**

Advised on initial website and reading product for the Flat World Knowledge system used by 150,000 students annually.

- Designed the original online reading system for open-source textbooks (using Connexions as a base), a beta that lead to \$25M in venture funding.
- Made recommendations for the collaborative writing system for higher education including user flow through site, composition process, book-editing, and catalog management (currently used by 850 universities in 44 countries).

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

Acted as creative director for rich media pieces, online community projects and marketing.

- Led discovery, set goals and requirements, ran brainstorming sessions, created timelines, and managed production.
- Drove completion for a number of projects, including a cloud-based, project-management tool, a parent-child time-management site, an interactive arts-education project, numerous motion graphics pieces, a number of Tony Robbins properties, and various photography, blog and ecommerce sites.

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

Served as art and production manager for team of 12 in the R&D department Creative Learning Studio.

- Planned and supervised production for non-traditional interfaces and motion graphics; functionally managed Flash creative team.
- Establish Cisco's women-friendly workplace rating by creating a bilingual new-mother e-learning class, subsequently licensed by the Mexican government.
- Concepted and managed the first interactive video project at Cisco, a Flash-based, puzzle adventure game, and a 5-part, worldwide interactive training module to help integrate new acquisitions.

#### **Freelancer, 1997 - 2011**

- Microsoft/McCann-Erickson –Microsoft One Degree of Separation banner ad campaign.
- KQED –Online game in urban planning in conjunction with television show.
- University of California –Interactive tutorial for transfers and new applicants, used by over 800 high school teachers in California annually.
- Wells Fargo –Flash-based instructional tool for international money transfers.
- Bibliocommons –Wireframes evaluating error messaging and user flow for the NYPL release.
- Southern Illinois University –New Student Acquisition CD, distributed to 10,000 users annually)
- SuperfineDesign (Agency) –Small business website designs
- Bradley University –Touchscreen kiosk development

#### **Senior Multimedia Artist, Organic.com 2000 – 2001**

Introduced role of multimedia artist to consult clients on rich media options; clients included Dodge, Macys, Sony, Driving.com, Midway Games, Sprint, Visa. Created storyboards, produced interactive Flash pieces and motion graphics.

#### **Interface Architect Zatso.com/Reactv.com 1999 – 2000**

Contributed to the design and usability of the video streaming product for local news; made design recommendations on product integration for third-party sites, concepted and created online ads.

## 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 Award 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 & CONFERENCE PRESENTATIONS

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, managing 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

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

Founder's Institute, NYC, Fall 2010