Shane Traughber

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I'm a self-starter with a history of bringing ideas to production and making the complex simple to understand. My design and management expertise help clarify product strategy, increase team efficiency, and most importantly, deliver results.

EXPERIENCE

UX Designer, Graflr - Contract
Jul 2021 - Present

A B2C collectible NFT application for musicians and fans.

- Leading the design process, conducted user research and synthesis to solidify project scope, define problems, and helped prioritize features.
- Creatively collaborate with the founder and developers to build a design system in Figma that matches the technical requirements and constraints of the remote dev team.
- Created and tested the user flows, wireframes, and prototypes based on a dynamic product roadmap.

Product Designer, Cliquify - Contract
Dec 2021 - April 2022

A B2B storytelling and marketing platform for recruiters.

- Created and updated the design system in Figma to create consistency across the current website and product.
- Researched the current product, users, and industry professionals to help define problems and constraints.
- Built out user flows, wireframes, and prototypes of two new product use cases.
- Client results included 27x increased candidate engagement, 3x reduced cost per click, and 10x faster post creation.

UX Researcher, KOYA - Freelance
Feb 2021 - Jul 2021

Personalized gifting and connection app.

- Spearheaded user research, interviews, and research synthesis to produce business strategy options for their two-phase QR code technology. Recommendations led to branching out their target market.

Graphic Designer, Red Bull - Freelance
Mar 2022 - May 2022

- Created and modified branding materials for Red Bull Rio Grande Gravel digital and physical spaces.

Graphic Designer & Visual Designer, Holland Racing & Special Events
Mar 2016 - Oct 2021

- Helped run events, manage websites, newsletters, social media, and physical media printing.
- Events include Driveway Series, COTA Bike Nights, Texas Senior Games, LBJ 100, and more.

Founder, Traughber Nutrition
Aug 2015 - Present

- Helping athletes achieve superhuman feats of endurance through education, spreadsheets, and leadership.
- Client highlights:
    - 2x 24-Hour World Time Trial Champion
    - 5x 12-hour World Time Trial Champion
    - 5x 24-hour W.U.C.A. US National Champion

SKILLS

Design - User testing, user interviews, user flows, wireframing, design systems, prototyping, journey mapping, design sprints.

Research - User interviews, diary studies, empathy mapping, user personas, user journeys, user stories.

Tools - Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Figma, InVision, Miro, Tableau.

EDUCATION

UI/UX Career Track - Springboard   *2020*

BS, Nutrition and a Minor in Music - Texas State University   *2013*