



# TRAVIS JAMES SCHAEFFER

## PERSONA

- Open-minded and empathetic leader
- Eclectic creative growth mindset
- Adaptable jack of all trades

## EDUCATION

- Bachelor's Degree
- Visual Communication Technology
- Bowling Green State University

## INTERESTS

- Data-driven analysis
- Customer-obsessed AI & ML models
- Adaptive personalized user experiences

## SKILLS

- SaaS product development
- Agile software development
- User-centered product design
- Creative productivity
- Symbolic visual representation
- Gamified learning experiences
- Multimedia content

## SOFTWARE

- Adobe Creative Cloud applications
- Product management platforms
- Learning content management systems
- Strategic planning software
- Data visualization platforms
- Interface design tools

## GET TO KNOW ME

### EXPERIENCE

n2y | 15 years

"Passionate about blending design and technology to create innovative, user-centric products that shape the future."

### Senior Director, Digital Product Design

n2y | 2 years

Leading the digital product design team across all product lines.

#### Key Responsibilities

design systems • user experience • strategic vision

### Product Director

n2y | 3 years

Led the design, development and strategy of multiple products.

#### Key Responsibilities

leadership • product roadmaps • agile development

### Product Design Manager

n2y | 4 years

Led a team of digital designers across multiple products.

#### Key Responsibilities

management • content development • creative direction

### Digital Designer

n2y | 6 years

Created engaging interactive digital content across multiple products.

#### Key Responsibilities

digital design • illustration • interaction