



VP, Digital Product Design



TRAVIS JAMES SCHAEFFER

CURRENT ROLE

VP, DIGITAL PRODUCT DESIGN

- Product Leader & Innovator
- Creative Strategic Direction

EDUCATION

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

INTERESTS

- Data-driven analysis
- Customer-centric AI solutions
- Adaptive personalized user experiences

DEVELOPMENT

- SaaS products
- Agile development
- Product design
- Creative productivity
- AI-powered solutions
- Interactive learning experiences
- Multimedia content

SOFTWARE

- Adobe Creative Cloud applications
- Product management platforms
- CMS, LMS & DAM Systems
- Generative AI Models
- Data visualization platforms
- UI/UX design tools

EXPERIENCE

15 years

"Passionate about where creativity and technology intersect to innovate user-centric solutions that shape the future of products."

Senior Director, Digital Product Design

Everway | 2 years

Led the digital product design team across all product lines.

Key Responsibilities

innovation • strategic direction • creative solutions

Product Director

n2y | 3 years

Led the design, development and strategy of multiple product lines.

Key Responsibilities

leadership • product roadmaps • agile frameworks

Product Design Manager

n2y | 4 years

Led team of digital designers across multiple products.

Key Responsibilities

management • creative direction • content development

Digital Designer

n2y | 6 years

Created interactive and engaging digital content across multiple products.

Key Responsibilities

design systems • user experience • digital asset creation