Travis Gohr

1950 Jones St.
San Francisco, CA 94133
(213) 709-4101
tagohr@gmail.com
http://travisgohr.com/

EXPERIENCE

Design Consultant, San Francisco, CA — *Freelance*

2016

• *Hipcamp - Designed a feature to convert unregistered campers already using their campgrounds into registered Hipcamp users.*

• *Hacking for Defense - Designed a dashboard prototype for intelligence analysts.*

REX, Thousand Oaks, CA — *Lead Designer*

2015 - 2016

• *Planned and executed a redesign of the company's online presence and conversion funnels leading to an increase in traffic and registered users.*

• *Conducted in-house usability testing and educated the team on carrying on testing once I left.*

Google/Niantic Labs, Venice, CA — *Lead Designer*

2014 - 2015

• *Worked with the senior producer and writers to define overall strategy and direction for the experience, "Endgame: Ancient Societies."*

• *Designed the experience's marketing website, conversion funnels, and the in-fiction site leading to a small, dedicated audience.*

Magento, Culver City, CA — *Senior Designer*

2014

• *Conceived, planned, pitched, and executed processes that identified site features in need of revision. Feature improvements ranged from 17% increase in conversion to 130% increase in click rate on site videos.*

• *Designed a fashion oriented microsite.*

Fourth Wall Studios, Culver City, CA — *VP Digital Design*

2007 - 2013

• *Lead a team from concept to design of an Emmy Award winning multi-screen entertainment platform.*

• *Successfully communicated key project concepts to our partners which lead to an eight-fold increase in site traffic on two projects.*

EDUCATION

Southern Adventist University, Chattanooga, TN — *Graphic Design*

2000 - 2005

AWARDS

Dirty Work

Emmy: Outstanding Creative Achievement in Interactive Media, Original Interactive Television Programming

Year Zero

Cannes Lions: Grand Prix and Silver Awards

Webby Peoples Voice Award

Clio Award (Bronze)

One Show Merit Award