

TRAVIS TAYLOR PECK

<https://radiigitalstudios.com/portfolio/>

OBJECTIVE

Drive product excellence through distinguished user-centered design and research that delivers measurable business impact.

EXPERIENCE

Conservice – User Experience Manager

Feb 2025 – Current Salt Lake City, UT

Wins:

1. Achieved \$2.4 Million revenue gains YoY from various Product Enhancements for Bill Validation - Console 2.0 - 2026
2. Achieved \$637,500 revenue gains YoY from Product enhancements, like workflow automations, late fee reductions, manual work prevention for Funding / Billing work queues - Console 2.0 - 2026
3. Achieved \$637,500 revenue gains YoY from Product enhancements
4. Improved Console 2.0 CSAT Rating from 3.7 to 4.5 - 2026
5. Scaled existing Laminar/Headless/Tailwind/Storybook design system into Claude Design, FigmaMake - 2026
6. Executed: 19 research projects (surveys, testing, user interviews, internal data analysis) - 2026
7. Enriched: 67 UI components to 83 with 166 UI configurations to 205. - 2026
8. Designed a specialized Environment Social Governance app, the newest innovation in this industry- 2026
9. Produced: 2800 wireframes, 500 screens, 33% reduced Development costs, with Few pre/post release edits.
10. Increased conversion rates average 2-5x for Exceptions, Tasks, Bills, Rules UIs.
11. Produced: 5 personalized Interactive Prototypes for the top 10-20% customer base - Enterprise customers.
12. UX Team: 1 - 6 employees
13. User Personas: 25

Corpay (aka Fleetcor) – User Experience Manager

Feb 2019 – Jan 2025 Atlanta, GA

Wins:

14. +1.2% Card Order submissions - Estimated \$1M+ annual revenue - [Driven web](#) - 2020 - 2022
15. +20% - Increased Card self-authorizations by customers between - Driven network - 2023 - 2024
16. -9% - Reduced customer support call volume through self-service enhancements - Driven network
17. 70% - Reduced load time Driven web (7 sec to 2.5 sec) - 2024
18. 4.1 to 4.3 Rating June 2024 - [Driven for Comdata Mobile](#)
19. 3.5 to 4.1 Rating Mar 2023 - [Driven for Fuelman Mobile](#)
20. First AI-enabled UX/Design process installed - 2024
21. First [EV mobile app](#) design services delivered - 2023
22. Created the most scalable, comprehensive design system that Corpay currently has – Razor.co.uk
 - a. Co-created Corpay's first shared 200+ UI component library (React, JS) - 2022
23. Designed internal/employee management app, with 650,000+ users

Responsibilities:

- Managed UX Design/Research services team for 5 web, [native mobile apps](#).
 - o Services include: UX CX - Strategy, Design, Prototyping, Research Studies, Testing, Hiring, Processes, and more.
 - o UX Team: 1 – 10 employees
 - o User Personas: 23 - UI Components: 250 - UI Configurations: 1000
- Contributed lean, human-centered UX design service for 33 web apps, like www.comdata.com, and [more](#).
- Clients/Partners: [Amazon \(Middle Mile\)](#), FedEx, PlugSurfing, AllStar.co.uk, Plaid, Google Maps
- Interviewed: 300+ customers & prospects
- Produced: 3,500 wireframes - 50 flow diagrams/year - Executed: 40 research projects
- Authored / Co-Produced: UX Center of Excellence - 40 articles - 100 pages
 - o Featured: Orderable UX Services - User Research - Usability Testing - User Personas - Workshops * User Interviews - Quantitative Research - and more.
- Compliance / Policies:
 - o W3C, AA 2.0+, TCPA, CAN-SPAM, GDPR, PII, EIC, TILA FCRA, EFTA, and more.

RentPath – Information Architect / Product Owner

2012 – 2018 Atlanta, GA

Accomplishments:

- [Created a mass communications app and positioned it to make \\$2m / annual revenue, in just a period of 6 months.](#)
- Managed and designed a reputation monitoring app and helped position it to make \$5m / annual revenue.
- Empowered 7,000 customers to market to their communities with an average 70% open rate (Email, SMS Text).
- Performed as the information architect for 2 different company mergers/acquisitions.
- Reimagined the advertising lead generation form across the company's consumer network (10m visitors).

Responsibilities:

- 5 Products (\$8m Revenue) – B2B Customer Portal, Communications, Reputation Monitoring, Listing Builder.
- 5 Teams – Managed many technology teams, to build, enhance, and maintain applications.

SagePath – Senior Information Architect

2011 – 2012 Atlanta, GA

Accomplishments:

- Contributed to an average 20% increase in annual revenue for SagePath's largest 3 clients.
- Reduced customer complaints and issues with 1 of the 3 largest clients by 17%.
- [Created first mobile app for NAPA Auto Parts.](#)

Equifax Inc. – Web / UI Architect II

2004 – 2009 Atlanta, GA

Accomplishments:

- Created the company's first interactive, e-Learning app for customers - Video, Audio, Multimedia.

Responsibilities:

- UX and UI Design for 3 enterprise applications, and [1 customer portal](#) - Compliance / Policies: W3C, AA 2.0+, SCORM

Featured Job Experiences as UX Designer (Contract)

Coca-Cola – Superior Essex – Pull-a-Part

2017 – 2019

Cox Enterprises

2010 – 2012

Atlanta, GA

Various Accomplishments:

- Created more intuitive & delightful experiences across a handful of applications.
- Launched the ValidFill UI with RFID for many touch-screen drink dispensers at Coca-Cola.

Responsibilities:

- Provided valuable support in:
 - Translations * Information Architecture * Human-Centered Design (HCD) * Design Thinking * Heuristic Evaluations * Research * Interviews, Surveys * Style Guides * Wireframes * Interactive Prototypes
- Delivered design services for: Web, Tablet, Mobile, Saas, and other Enterprise apps for Coca-Cola and Pull-a-Part.
- Managed design and web services for Superior Essex - Used both Agile & Scrum methods.

SKILLS

Design / Prototyping:	19 years	Figma, Sketch, Visio, Photoshop, Illustrator, Adobe XD, Axure, Miro, and more
AI Tools:	2 years	Claude AI, Builder.IO , Ulzard, Midjourney, Notion, Visily, Tome, FigmaMake
Research:	10 years	Adobe Target, Pendo, Maze, Heap, LogRocket, Hotjar, Tableau, Google Analytics
Essentials:	10+ years 20 years	Microsoft Office, Salesforce, Jira, Atlassian/Confluence, Google Cloud tools, Windows, Mac OS, Types 100 wpm

EDUCATION & ACCOLADES

School

Art Institute of Houston * 3.7 GPA

Associate's Degree of Applied Science in Interactive Design

Accolades

Top Performer of Q3 2020 Corpay * Equifax Achievement Awards 2007, 2008, 2009

* Full Tuition Scholarship Winner 2000 * 2nd Place Portfolio Show Winner 2001

Excellent references are available upon request.