

CONTACT INFO



Travis.D.Duncan@gmail.com



9764 Cady Ave
Omaha, NE 68134



573-694-3347

DIGITAL PRESENCE

lifelivedigital.com

lifelivedigital.com/portfolio.pdf

linkedin.com/in/travisduncan/

github.com/trav2003

SKILLS

User Experience

Customer Journey Mapping
Heuristic Evaluations
Mockup & Prototype Creation
Card Sorting
Usability Testing

Project Management

IT Strategy
Program & Project Management
Project Planning & Estimating
Budget Forecasting & Management
Agile Development
Delivery Manager
Scrum Master

Tools

Adobe Creative Suite
HTML
CSS
JavaScript
SQL

EDUCATION

Masters

Business Administration
University of Nebraska at Omaha
Omaha, NE

Bachelor of Science

Information Science & Technology
Missouri S&T
Rolla, MO

Bachelor of Science

Business & Management Systems
Missouri S&T
Rolla, MO

TRAVIS DUNCAN | USER EXPERIENCE LEADER

My **purpose** is to make the digital world an effortless, ubiquitous, and meaningful part of the life experience of others. I have over 10 years of IT leadership experience, including 8 years leading, managing, and directing Agile teams towards building user-centered software.

PROFESSIONAL EXPERIENCE

UNION PACIFIC, Omaha, NE Senior Director

June 2008 – Present
December 2017 – Present

- Established strategy and lead execution of **Customer Experience (CX)** related digital transformation initiatives focused on modernizing our **digital customer journey** via an **omni-channel** delivery approach, including program management for a \$4m/year digital customer experience transformation project
- Directed the deliverables, budget, resources, and performance for a diverse organization of over 25 employees and contractors, broken into multiple **Agile** teams focused on:
 - Developing and executing the digital **Customer Experience (CX) strategy**, including support of the **omni-channel delivery** platform (API, web, mobile, voice, and chat) and framework (portal) for the organization's customer web presence
 - Building, maintaining, and supporting the company's customer relationship management system, issue resolution system, and customer satisfaction process as well as leading an initiative to move on premise system to a Salesforce, a cloud-based platform
 - Development of systems used by customers to track, manage, and be notified of the status of their shipments
- Participated in enterprise wide strategic initiatives, including serving on the leadership team for a Center of Excellence (CoE) to **set vision and strategy for Customer Experience across the entire customer journey**, with specific responsibility related to the digital technology and tools needed to transform the organization and build an engaging digital platform. As a result, created and managed an R&D team responsible for proving out new technology that will enable our organization to leap frog the competition in various areas of our digital customer journey, including the creation of an Amazon Echo / Alexa skill to enable customers to interact with Union Pacific via voice assistant

Senior Manager

July 2014 – December 2017

- Planned, received funding, and conducted program management for a \$3.6 million-dollar project to improve the customer web / digital experience
- Led program to eliminate six legacy applications by consolidating into a single system, reducing IT maintenance and support costs and enhancing the customer experience
- Initiated, managed, and implemented projects to **integrate, streamline and improve the customer web experience**, including: a streamlined web portal, enhanced notifications system, improved web analytics framework, simplified registration and account management system, and improved security and access control system
- Served as key stakeholder on committee to establish team and enterprise level standards around Agile Software Development and adopted the approach as part of the first wave of a departmental-wide Agile transformation initiative

Manager / Lead

January 2010 – July 2014

- Planned for, delegated, oversaw, and ensured the quality of all deliverables for employee-facing portal, growing the team from two members to a diverse team of 18
- Created a single unified **enterprise portal strategy** with delegated ownership and governance driven by clearly defined roles and responsibilities
- Created and implemented migration plan to move away from legacy portal platform, which resulted in the consolidation of three web portals into a single unified Liferay platform, allowing for the retirement of two legacy portal platforms (Oracle and TIBCO) with 2+ million monthly views

User Experience Engineer

June 2008 – January 2010

- Conducted **usability tests, card sorts, contextual inquiries** and other user-centered design activities to improve usability and consistency of internal web applications
- Established and chaired a cross-functional committee to **set and enforce interface standards** and ensure consistency (User Interface Standards Lead)
- Created comprehensive self-service documentation (User Interface Guide) for the web, which included: **user interface and terminology standards, design patterns, design principles**, best practice articles