


CONTACT INFO

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DIGITAL PRESENCE

lifelivedigital.com

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SKILLS

Digital Strategy
Customer Experience Strategy
Program & Project Management
Delivery Leadership
Agile Development, Coaching, & Transformation

User Experience

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

Tools

Adobe Creative Suite
HTML & CSS
JavaScript
SQL

CERTIFICATIONS

Missouri State Customer Experience
SAFe Agilist Certification (SA)
ICAgile Team Facilitation (ICP-ATF)
ICAgile Certified Professional (ICP)
IBM Design Thinking Practitioner

EDUCATION

Master of 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 | DIGITAL LEADER

My **purpose** is to make the digital world an effortless, ubiquitous, and meaningful part of the life experience of others. I have 12+ years of IT leadership experience, including 10 years leading, managing, and directing Agile teams towards building user-centered software.

PROFESSIONAL EXPERIENCE

DAUGHERTY BUSINESS SOLUTIONS, St. Louis, MO

October 2019- Present

Principal, Digital Capability / Solution Lead

- Lead the **Digital / UX capability** with responsibilities that include:
 - Defining our digital services and offerings, establishing sales playbook, and growing our Digital and UX team from 3 to 30+ and growing revenue on experience engagements 6-8x to ~\$8m/yr
 - Provide digital strategy, digital transformation, user & customer experience thought leadership by supporting digitally-focused business development efforts and working with multiple clients on digital initiatives.
- Served as client leader / manager with work including:
 - Served as program manager for a multi-workstream effort to optimize delivery process and establish data standards across a health services organization.
 - Established, grew, and led a 14+ member team responsible for the modernization of a system used by financial advisors to enhance their client relationship
- Lead and **facilitated workshops** to identify client pain points, craft solution documents, respond to RFPs, and support business development efforts
- Elevated **the organization's capabilities** by helping lead a Line of Service transformation that shifted the organization from staff augmentation focused engagements to outcome-focused solution delivery

WORLD WIDE TECHNOLOGY, St. Louis, MO

April 2019-October 2019

Delivery Lead

- Ensured the successful delivery of projects through focusing holistically on team health, client relationship management, and project management
- Provided delivery leadership on a digital transformation initiative for a large client in the restaurant industry with a focus on transforming the client's customer, crew, and management digital experience
- Technology includes: React, CSS, HTML, Azure, Google Cloud Platform

UNION PACIFIC, Omaha, NE

June 2008 – February 2019

December 2017 – February 2019

Senior Director

- 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 leapfrog 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
- Technology includes: Java, JavaScript, AngularJS, Angular 6/7, CSS, HTML, Oracle (Siebel) CRM, Salesforce, Oracle Databases, Teradata

PROFESSIONAL EXPERIENCE - CONTINUED

UNION PACIFIC, Omaha, NE

June 2008 – February 2019

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
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Oracle Databases, Teradata

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
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Portals (Liferay, Tibco, Oracle), Apache Wicket

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

AD-HOC CONSULTING EXPERIENCE

ABIDE OMAHA – Pro Bono Consultant, Omaha, NE

January – February 2018

- Conducted literature reviews, records reviews, interviews and leveraged key strategic frameworks (VRIO, Goal Setting Theory, Balanced Scorecards) to assess organizational effectiveness.
- Developed a plan and roadmap to grow Abide into a \$5 million community organization, focusing on the organization's internal growth capacity, funding, structure, staffing, job structure, processes, and strategic plan

NATIONAL STRATEGIC RESEARCH INSITUTE – Paid Consultant, Omaha, NE

August – November 2017

- Worked with a team of MBA students from the University of Nebraska-Omaha in partnership with the National Strategic Research Institute to analyze a service that would give businesses the opportunity to test high-risk, strategic business decisions in a simulated but realistic environment and produced a market viability report and presentation for bringing the service to market