



Contact Information

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Digital Presence

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Education

Master of Business Administration
University of Nebraska - Omaha, NE

**BS Information Science & Technology
Human-Computer Interaction Emphasis**
Missouri S&T - Rolla, MO

BS Management & Information Systems
Missouri S&T - Rolla, MO

Certifications

- AI in Healthcare (Stanford/Coursera)
- Missouri State Customer Experience
- SAFe Agilist Certification (SA)
- ICAgile Team Facilitation (ICP-ATF)
- ICAgile Certified Professional (ICP)
- IBM Design Thinking Practitioner

Skills

Leadership & Transformation

- Digital Design Strategy
- Customer Experience Strategy
- Program & Project Management
- Delivery Leadership
- Agile Development & Coaching
- Digital, Agile, and Product Transformation

User Experience

- User Journey Mapping
- Prototyping
- Heuristic Evaluations
- Card Sorting
- Usability Testing

Tools & Technology

- Adobe Creative Suite
- Figma
- Mural & Miro
- HTML & CSS
- JavaScript & SQL

Travis Duncan · Experience Design Leader

My purpose is to make the digital world an effortless, ubiquitous, and meaningful part of the life experience of others. I have held leadership roles focused on growing and guiding teams towards building human-centered digital products.

PROFESSIONAL EXPERIENCE

BJC HealthCare, St. Louis, MO

August 2021 - Present

Director, Digital Design (Head of Design)

- Built design team, serving as the head of design with responsibility for people management, **design strategy**, design **research**, **experience design**, and **accessibility**
- Led research and design across our digital consumer and care team experience, focused on solving the most challenging, business-critical problems, including:
 - Improved **digital customer** access by redesigning the online “Find A Doctor” and “Online Scheduling” experience, achieving 97% satisfaction and driving up conversion rate from 11% to 19%, achieving contribution margin benefits of \$20m+
 - Enhanced **nurse experience** through custom shift scheduling solution enabling our **workforce** to pick up 600,000+ shift hours in 2023, reducing shift vacancy, spend on agency nursing, and administrative time spent by nurse management
- Defined the organization’s design **thinking approach** and initiated the creation of the design research toolkit, **journey mapping** framework, and **persona** library
- Oversaw establishment of an integrative **design system** including design standards and coded component library to enable reusability and accelerate development
- Established the foundational **toolset** for design consisting of Figma, Miro, Maze, and Dovetail to ensure efficient and effective design and research practices
- Built the **job profiles** and **career path** for the design team, including design, research, and design strategy roles
- **Hired, onboarding, and managed** all design & research team members
- Founded the Design **Community of Practice & Center of Excellence** that provides training, coaching, mentoring for design-minded stakeholders outside the design team
- Led and facilitated a working group of technology VPs to define the organization’s **Objectives & Key Results (OKRs)** and align them with the business strategy
- Co-created the broader digital team’s processes, practices, and structure including a **product model** inclusive of design, agile, and product best practices
- Crafted a technology-wide **operating model**, served as a transformation leader, working with VP and C-Suite leadership to implement human-centered agile transformation
- Integrated design research and experience design best practices into our discovery processes and operating model structure, orienting our organization to **outcome-based portfolios** centered around our consumers, care team, and broader workforce

DAUGHERTY BUSINESS SOLUTIONS, St. Louis, MO

October 2019- August 2021

Principal, Digital & Design Practice Lead

- Led 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 35+
 - Expanding revenue generated from user experience engagements 6-8x to **~\$8m/year**
 - Provide digital strategy, digital transformation, user & customer experience thought leadership by supporting digitally focused business development efforts and collaborating with multiple clients on digital initiatives.
- Served as **client leader** and program manager for a multi-workstream effort to optimize delivery processes and establish data standards across a health services organization.
- Functioned as **digital strategist** and **delivery leader** for a 14+ member team responsible for the modernization of a system used by financial advisors to enhance their client relationship
- Facilitated workshops to identify client pain points, craft solution documents, respond to RFPs, craft Statements of Work (SOW), and support **business development** efforts
- Elevated the organization’s capabilities by leading a line of service transformation with a focus on shifting the organization from staff augmentation-focused engagements to **outcome-focused solution delivery**

PROFESSIONAL EXPERIENCE – CONTINUED

WORLDWIDE TECHNOLOGY, St. Louis, MO

April 2019–October 2019

Delivery Lead

- 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
- Ensured the successful delivery of projects through focusing holistically on team health, **client relationship management**, and project management

UNION PACIFIC, Omaha, NE

June 2008 – February 2019

Senior Director, Digital Customer Experience

December 2017 – February 2019

- Established strategy and led 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 product 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 Salesforce cloud
 - Developing systems used by customers to track, manage, and receive notifications on 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.
- Created and managed an innovation team responsible for proving out modern technology that enabled the organization to leapfrog the competition in various areas of our digital customer journey, including the creation of an Amazon Echo / Alexa skill allowing customers to interact with Union Pacific via voice assistant

Senior Manager, Digital Customer Experience

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, Employee Portal

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 / Practitioner

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 Guidelines**) for the web, which included: user interface and terminology standards, design patterns, design principles, best practice articles