

Trevor Baum

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Summary

- New York-based design lead and product designer with over 9 years of experience, passionate about building products that empower creativity, learning, and expression
- Led design at Speechify, the world's #1 text-to-speech product, where I designed and launched multiple successful features and products across mobile and web, all while leading and growing the design organization. Promoted to Design Lead after 6 months as Senior Product Designer
- Awarded App of the Day from Apple for two different apps I've designed, received a design patent and a design award for innovation from Amazon. My typefaces have been used by global brands like Starbucks, Converse, Smartfood, and Obama for America

Experience



Design Lead

Speechify

Aug 2021 - Aug 2023 (2 years 1 month)

- Led product design at Speechify, the most popular text-to-speech product in the world with millions of users globally, where I helped create a culture of empathy, collaboration and high design standards
- Hired, managed, and mentored a team of 6 senior designers and 2 writers across 4 continents, many of whom have gone on to become leaders within the company
- Oversaw the rollout and maintenance of our design system, created and implemented a design QA process to increase oversight and raise product quality, and launched multiple products and features across mobile, web, and desktop
- Drove close collaboration with C-suite leadership and engineering and product leaders around product and roadmap, process and service design, and user advocacy



Senior Product Designer

Speechify

Mar 2021 - Aug 2021 (6 months)

- Led the redesign of Speechify's iOS and Android apps, which now have tens of millions of downloads and 150k+ 5-star reviews
- Led product discussions, user research, product design, prototyping, implementation, and QA of dozens of successful new features and products across mobile and web, including AI Summarization, mobile browser extensions, audiobooks, and other product improvements
- Redesigned mobile onboarding to increase paid conversion rate by over 76% on Android
- Promoted to Design Lead after 6 months as Senior Product Designer



Product Designer

Trash

Aug 2019 - Jun 2020 (11 months)

- Drove the evolution of product design and visual brand of TRASH, an AI-powered video editing app for iOS, where I was the sole product designer

- Worked closely with the co-founders, product and engineering teams on product design and strategy, user research and insights, art direction, design and communications for multiple feature launches
- Awarded 'Best New App' in the App Store in March, 2020 and acquired by VSCO in December, 2020



Design Director

YouMap

Apr 2018 - Apr 2019 (1 year 1 month)

- Led all aspects of design at YouMap, a social mapping tool, including product design, UX/UI, research and prototyping, as well as branding, marketing and communications
- Worked directly with the founder and CEO to lead the complete redesign of the current product, establish design principals for YouMap, participate in ideation sessions, and work closely with the development team to oversee the implementation of new features and product enhancements



Designer

Airtime

Nov 2016 - Jul 2017 (9 months)

- Worked directly with the Creative Director to create a complete rebrand for Airtime, including a new logo and app icon, color palette, custom patterns, email and social templates
- Collaborated closely across Visual Design, UI/UX, and Marketing teams



User Experience Designer

Audible

Jan 2015 - Mar 2016 (1 year 3 months)

- Designed, prototyped and launched multiple features and product enhancements touching many facets of the business including social features for the app and website, a template for standardizing international launches, and optimizing the membership cancellation flow to reduce cancellations
- Awarded a design patent from Amazon with a congratulatory note from CEO Jeff Bezos
- Received an award from design leadership for innovation, for a social feature called Audible Clips

Founding Designer

Offline Publishing

Feb 2013 - Jan 2015 (2 years)

- Founding designer of a mobile magazine and publishing company, called Offline
- Closely collaborated with a small team to build the brand and product from the ground up, and have been directly responsible for every aspect of the branding, communications, product and web design
- Offline Magazine app was the #1 literary app in the App Store, with over 3.2k paid monthly subscribers, and was recognized by Apple and featured at WWDC as an example of good design



Senior Social Media Associate

MEC

Mar 2012 - Dec 2014 (2 years 10 months)

- Oversaw social media marketing and brand strategy, community management, content strategy, media and budget planning, and campaign analysis for Macy's, Chevron, Scotts Miracle-Gro and other global and national brands

- Stewarded campaigns nominated for digital marketing awards, both internally and nationally

Social Media Associate

MEC

Mar 2011 - Mar 2012 (1 year 1 month)

- Oversaw media buying, community management, campaign analysis, copywriting, and marketing strategy for Macy's, IKEA and Xerox
- Awarded agency-wide Digital All-Star honor for my work on Macy's
- Promoted to Senior Associate in March 2012

Education

Oberlin College

B.A., Comparative Literature

2005 - 2009

Skills

Design Leadership • Product Design • User Experience (UX) • Design Research • Design • Management • Team Building • User Interface Design • UX Research • Social Media Marketing

Honors & Awards

App of the Day - Apple

Jan 2014

Offline Magazine named App of the Day by Apple in January, 2014

App of the Day - Apple

Mar 2020

TRASH app named App of the Day by Apple in March, 2020

Innovation Award - Audible

Dec 2015

Received an award from design leadership for innovation, for a social feature called Audible Clips

Design Patent - Amazon

2016

Awarded a design patent from Amazon for my work on a proprietary metadata system called Points of Interest, along with a congratulatory note from CEO Jeff Bezos