Trevor Baum | Product Designer

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Profile

Senior product designer with 8+ years of experience passionate about creating human-centric experiences that drive business impact and empower learning, creativity and expression. Proven track record of driving business results, building and leading design teams, and bringing products and features from zero to one. Recognized by Apple for design excellence, awarded an Amazon design patent, and created typefaces used by major global brands like Starbucks and Converse.

Professional Experience

Senior Product Designer, Pawlicy Advisor – *2024-Present*
- Own end-to-end product design for the country's leading pet insurance marketplace, focusing on optimizing conversion and user experience throughout key areas of the product
- Achieved a 100% success rate across 7 A/B tests, significantly increasing overall conversion and form completion, and improving user understanding around key aspects of pet insurance
- Led data-driven collaboration with product and engineering teams to improve overall process, refine and expand our design system, and launch multiple product improvements including a full redesign of the plan details page

Design Lead, Speechify – *2021-2023*
- Led product design strategy for the world's most popular text-to-speech application across mobile, web, and desktop platforms.Promoted to Design Lead after 6 months at the company
- Built and managed a team of 6 senior designers and 2 writers across 4 continents, creating a high-performing remote global design organization
- Led the redesign of Speechify's iOS and Android apps, which now have tens of millions of downloads and 150k+ 5-star reviews
- Increased paid conversion by 76% through strategic redesign of mobile onboarding experience

Product Designer, TRASH (Acquired by VSCO) – *2019-2020*
- Founding product designer at TRASH, an AI-powered video editing app for iOS, where I played a key role in evolving the design of the product and visual brand
- Worked closely with co-founders, product and engineering teams on design and strategy, user research and insights, art direction, design and communications for multiple feature launches
- My designs and rebrand helped lead TRASH to be featured as Best New App in the App Store in March, 2020 and eventually acquired by VSCO in December, 2020

Design Direction, YouMap – *2018-2019*
- Led all aspects of design at YouMap – a social mapping tool currently in development for iOS

- Worked directly with the founder, CEO to lead the complete redesign of the product, establish design principals, participate in ideation sessions, and work closely with the development team to oversee the implementation of new features and product enhancements

User Experience Designer, Audible – *2015-2016*
- Worked on a variety of projects that touched multiple facets of the business – conceptualizing and designing social features for the app and website, creating a template for standardizing international launches, and optimizing the membership cancellation flow
- Awarded an Amazon design patent with a note from CEO Jeff Bezos, as well as an award from design leadership for innovation for my work on a social feature called Audible Clips

Founding Designer, Offline Publishing – *2013-2015*
- Led design of innovative mobile-first literary magazine with an audio component. Closely collaborated with a small team to build the brand and product from concept to launch
- Grew membership of Offline Magazine to 2,400+ paid monthly subscribers
- Received recognition by Apple and featured at WWDC 2014 for good design

Freelance Designer, Self-Employed – *2013-Present*
- Identity design, product design, type design and custom illustration for clients such as Outward Intelligence, Sunny Capital, imoji, Minbox, Offline Magazine, Nava New York, and The Studio
- Designed two typefaces which have been used by brands like Starbucks, Converse, The Gap, Bonobos, Old Navy, Smartfood, Sir Kensington's, and Obama for America

Senior Marketing Associate, MEC (Group M) – *2011-2013*
- Oversaw digital media buying, community management, campaign analysis, copywriting, and marketing strategy for global brands like Chevron, IKEA, Xerox, Macy's, and Scott's Miracle-Gro
- Awarded agency-wide Digital All-Star honor and promoted to Senior Associate in March 2012

Education
- **Oberlin College** – B.A., Comparative Literature
- **School of Visual Arts** – Continuing education courses on graphic and product design

Core Skills
- **Product Design:** UI/X, User Research, Prototyping, A/B Testing, Design Systems, Type Design
- **Design Leadership:** Cross-functional Collaboration, Management, Hiring, Process Improvement
- **Tools & Technology:** Figma, Framer, Sketch, Adobe Creative Suite, Linear, ClickUp, JIRA, Amplitude, Mixpanel, UserTesting.com, Trymata
- **Technical Skills:** Basic front-end (HTML, CSS, JavaScript), AI tools and LLMs (Chat-GPT, Claude)