



# Trevor Baum is a design leader and senior product designer based in Brooklyn, NY.

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## EXPERIENCE

2021 – 2023

### Speechify • Design Lead

Led product design at Speechify, the most popular text-to-speech product in the world. As the first dedicated product designer, I led the redesign of Speechify's iOS and Android apps, which now have tens of millions of downloads and 150k+ 5-star reviews. After 6 months, I was selected to build and lead the design org. As Design Lead, I helped to create a culture of collaboration, empathy, and high design standards, hired and managed a team of 6 senior designers and 2 writers across 4 continents, helped create and implement a design QA process, oversaw the rollout of our design system, and multiple products and features across mobile, web, and desktop.

2019 – 2020

### TRASH • Product Designer

Sole 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 the co-founders on product and strategy, user research and insights, art direction, and communications for multiple feature launches. TRASH was accepted to the Snap Yellow accelerator and acquired by VSCO in 2020.

2018 – 2019

### YouMap • Design Director

Led all aspects of design at YouMap, a social mapping tool for iOS. Worked closely with the founder and CEO to redesign the product and brand, establish design principals and processes, participate in ideation sessions, and partner with engineers to oversee feature implementation.

2012 – Present

### Trevor Baum • Self Employed

Identity design, product design, type and illustration for clients such as imoji, Minibox, Nava New York, The Studio, and Sunny Capital. Designed two typefaces (including the font you're reading now) used by brands like Starbucks, Converse, and Obama for America.

2015 – 2016

### Audible • UX Designer

Worked across multiple teams, designing and prototyping new features, including Audible Clips, international rollouts, and optimizing the membership cancellation flow. Awarded a design patent for helping create a metadata system, and received an award for innovation.

2013 – 2014

### Offline Publishing • Design Director

Led zero-to-one design of Offline Magazine, the #1 literary app in the App Store with over 3.2k paid monthly subscribers while active. As the sole designer, I designed all aspects of the product, the brand, landing page and communications. Recognized for design by Apple.

## EDUCATION

2005 – 2009

**Oberlin College** • Bachelor of Arts, Comparative Literature

2011

**School of Visual Arts** • Continuing education courses in Design