

## Travis Schmeisser

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20+ years of experience leading full-stack initiatives for everything from scrappy zero-to-one startups to some of the largest companies in the world. My work focuses on rapid cross-team collaboration, implementing hyper-usable workflows that help people get things done. Happy customers create a valuable business, that's a win-win.

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### **Omnibus**

CEO & Founder  
Aug 2022 – Aug 2024

Raised \$1.4m from Baukunst and angel investors. Omnibus was a digital comic book store and reader for web, iOS, iPadOS and Android. We quickly won over the hearts of dedicated fans with our simple shopping and reading experiences, backed by a unique brand. I led engineering, content operations, business/publisher development, marketing and design.

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### **Dr. B**

Head of Product & Design  
May 2021 – Sep 2022

Telemedicine platform serving 30+ treatments, including experiences for patients, doctors and partners. Working directly with the CEO, I optimized our treatment survey experiences and increased profitability through speed-to-prescribe. My role interfaced across all departments: operations, medical, engineering and marketing.

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### **Punch List**

Head of Product & Design  
Aug 2020 – Apr 2021

Punch List helped general contractors grow and manage their entire business, while providing a transparent process to homeowners. I worked closely with engineering to steer the basic alpha product into a full end-to-end solution, ultimately retargeting the market that we were able to serve.

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### **Flight**

Head of Design  
Feb 2019 – Jul 2020

Acquired by Figma. Flight was a productivity and organization tool that elegantly combined the various aspects of digital life and work. I led the rethinking of the alpha product across iOS, iPadOS, and macOS, shaping it into an opinionated power tool for personal and team use cases. Worked closely with engineering implementing a single binary universal app.

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### **First Principle**

Cofounder & Partner  
Mar 2017 – Dec 2018

FP worked with startups and large clients; our specialty being in molding ideas into tangible v1s along with our client's product managers, technical teams and leadership. Concepted, design directed our projects and client/partner relationships.

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### **Square**

Design Director  
Oct 2012 – Mar 2017

In Square's early days, I led design teams for many of the core services that exist there today, including Analytics & Reporting, Register POS, Employee Management, Multiple Locations, Online Store, Inventory, Retail, Customer Identity, Catalog and Dashboard. As one of a few Directors, I managed teams of designers and collaborated in lockstep with our cross-functional partners across every service and team at the company. I also served as the product/design lead for the web Dashboard and first FE team.

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### **80/20**

Design Lead

Jul 2009 – Oct 2012

Acquired by Square. Directed projects for large-scale initiatives such as next-generation operating systems and applications across web, mobile, tablet, desktop and television form factors. Drove projects from initial concept all the way through design and delivery including managing designers and external resources, project management and engineering implementation. Collaborated with top product leaders and executives for clients including Amazon, Google, Motorola, Nokia, Vodafone, Comcast, Verizon and Skype.

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### **nGen Works**

UX Lead & Partner

Feb 2004 – Jul 2009

Ran and designed web experiences and products for clients of all sizes during the boom of modern web standards and methodologies. Drove all of the company's main development standards and processes, leading our technical teams. Specialized in front-end HTML/CSS, CMS implementations and custom PHP and Rails-based applications.

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### **Productivity Central**

Designer & FE Developer

Jul 2003 – Feb 2004

Designed and developed marketing sites, animations and web magazines for small businesses. Ran projects and client communications.

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### **UNF Academic Affairs**

Designer & FE Developer

Sep 2000 – Jul 2003

Designed and developed web properties for several departments within the university's Academic Affairs department.