

Travis Weir

Product Design & Ecommerce | Growth, Conversion & Experimentation

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PROFESSIONAL SUMMARY

Product design and ecommerce leader with 8+ years shaping high-converting consumer experiences across MUD\WTR, Leesa Sleep and Saatva. Combines hands-on UX/UI craft, product strategy, user research and experimentation with strong commercial and analytical judgment. Known for turning ambiguous growth problems into clear roadmaps, scalable design systems and measurable customer outcomes.

CORE EXPERTISE

Product Design: UX strategy, interaction design, responsive web and mobile, user flows, wireframing, prototyping, visual design, design systems and usability testing.

Product Leadership: Product strategy, roadmap development, problem framing, cross-functional collaboration, stakeholder alignment, prioritization and end-to-end delivery.

Growth & Insights: A/B testing, conversion rate optimization, funnel analysis, behavioral analytics, merchandising, subscriptions and ecommerce strategy.

EXPERIENCE

MUD\WTR | Head of Product Design & Ecommerce

2024 - Present

- Leads product design and ecommerce strategy for mudwtr.com, spanning UX/UI, conversion optimization, experimentation, merchandising, subscriptions and cross-functional delivery.
- Built an AI-assisted CRO operating system in Claude Code to identify and score opportunities, generate test variants, and accelerate launches in Intelligems; created a performance dashboard and scaled a full-funnel experimentation program toward 50+ tests in 2026.
- Improved business economics by launching a 90-serving starter kit and designing strategic upsells across the customer journey that drove adoption among 20% of subscribers.
- Developed a post-purchase growth strategy that nearly tripled annual revenue, increasing it from \$129K in 2024 to \$382K in 2025—a 300% year-over-year increase.
- Designed and launched a subscriber mobile app that enables customers to self-manage their subscriptions and accounts.
- Redesigned and launched the loyalty program to reward gifting and repeat purchase, supporting stronger retention and reduced churn.

Leesa Sleep | Senior Manager, Product Design & Ecommerce

2019 - 2024

- Led the US and Canadian digital product experience across UX/UI, research, experimentation, content management, promotions and email/SMS acquisition.
- Led a full-site redesign that strengthened the brand experience, accommodated new product lines and improved conversion performance.
- Increased conversion rate 11% in 2023 by redesigning product detail pages, improving mobile usability and reducing site load times.
- Increased average order value 8% in 2023 by expanding the product assortment and designing more effective onsite upsell experiences.

Saatva | Product Designer

2018 - 2019

- Redesigned saatva.com into a more interactive, conversion-focused experience.
- Used product research, competitive audits and Google Analytics to identify opportunities and inform design decisions across the customer journey.
- Created user flows, wireframes, high-fidelity interfaces and interactive prototypes; planned moderated and unmoderated usability tests, synthesized findings and iterated solutions.
- Built and maintained the design system, including color, typography, icons, symbols and reusable interface patterns.

EARLIER EXPERIENCE

PKF O'Connor Davies | Senior Associate

2016 - 2017

Coty Inc. | Senior Analyst

2015 - 2016

PwC | Senior Associate

2011 - 2015

EDUCATION

New York Code & Design Academy | UX/UI Design Program

Apr 2018

State University of New York at Albany | M.S., Accountancy

May 2011

State University of New York at Albany | B.S., Accountancy

May 2010

TOOLS

Design & Commerce: Figma, Shopify, Replo, | **Experimentation & Analytics:** Intelligems, GA4, Claude Code | **Lifecycle & Delivery:** Recharge, Klaviyo, Attentive, Yotpo, Gorgias