

Travis Pease

VP of Design & Digital Experience

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Design and digital experience executive who owns the website, brand, conversion, and demand generation end to end. Leads the design function and the systems, standards, and AI-first workflows behind it, pairing creative direction with the marketing and conversion sense to turn that work into engagement and pipeline. Over a decade across B2B industries from healthcare and cybersecurity to financial services and software, with rebrands, sites that convert, and a team that stays.

AREAS OF EXPERTISE

Digital Experience	Website strategy & performance · Conversion optimization & testing · Demand generation · Interactive tools & landing pages
Design Leadership	Team building & development · Design systems & standards · Creative direction · Design operations
Brand & Web	Brand systems & visual identity · Rebrands · UX/UI · Marketing & campaign design
Business	Pipeline & conversion ownership · Budget & resource management · Executive & cross-functional partnership

PROFESSIONAL EXPERIENCE

demandDrive (acquired Digital Impulse, 2024)	Boston, USA · 2024 – Present
VP of Design & Digital Experience	Mar 2024 – Present
Owns demandDrive’s digital experience end to end: website, brand, demand generation, and conversion. Leads the design function across a 50+ client B2B portfolio and partners directly with the executive team.	

SELECTED IMPACT

- Lifted new-site conversion from under 0.5% to ~1% and engagement ~20%, with website-sourced pipeline climbing.
- Moved the design team to an AI-first workflow, getting more done without new hires.
- Built a team that stays and a design practice serving 50+ B2B brands in regulated, technical industries.

- **Digital experience & brand.** Own the strategy, design, and performance of demandDrive’s website, brand system, demand-gen program, and interactive experiences; accountable for conversion, engagement, and pipeline.
- **Conversion & UX.** Run an ongoing CRO and testing program across the site and landing pages, so design and UX choices show up in the numbers.
- **Design leadership.** Lead and grow the design function across design, UX, and content, and own the standards, systems, and workflow that keep the work consistent.
- **Portfolio breadth.** Direct design and digital experience work for a 50+ client B2B portfolio: website builds, rebrands, campaigns, and conversion work across healthcare, cybersecurity, financial services, software, telecom, and manufacturing.
- **Operations.** Own scoping, budgeting, and resourcing across many concurrent builds and programs, keeping quality and brand standards consistent throughout.

Digital Impulse

Boston, USA · 2015 – 2024

Design Director

Oct 2019 – Mar 2024

- Led creative direction across digital, brand, and product, keeping one consistent visual identity.
- Drove the team’s move to Figma, standardizing design systems and workflows and cutting friction in how work shipped.
- Directed two major rebrands and site redesigns, first for Digital Impulse and then after the demandDrive acquisition.
- Built and mentored the design team, holding the lowest turnover in the organization.

UX Web Designer

Oct 2015 – Oct 2019

- Designed responsive, accessible interfaces for websites, apps, and digital products, from wireframes and prototypes through production.
- Worked closely with developers on implementation and tuned UI for usability, performance, and conversion.

Freelance Digital Designer

Maine, USA · 2012 – 2015

- Designed websites, branding, and digital assets for a range of clients, focused on clear, easy-to-use experiences.

EDUCATION

BA, Business Administration — University of New England

2007 – 2011

Digital Design Certificate — University of New Hampshire

2014

TOOLS & PLATFORMS

Figma · Adobe Creative Cloud · HubSpot · AI-assisted design & build · Web/CMS · Analytics & conversion tooling