

Travis McCormick

Senior Product Designer · AI Products

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Product designer and former software engineer. At Agility, I joined as the first designer, shipped the first platform, built its design system and AI layer, and left six years later as Director of Product Design. I work in Figma and ship production SwiftUI and React. Most recently, I designed, built, and launched Later, an iOS app now live on the App Store.

EXPERIENCE

Agility - AI-powered enterprise marketing intelligence
Director of Product Design
Senior Product Designer

Draper, Utah
October 2022 - July 2026
September 2020 - October 2022

- Joined as the first designer when Agility had no platform. Shipped the first version and led it through three major redesigns into an AI-powered enterprise product.
- Built Orbit, the company design system, and later led its migration to shadcn/ui. Worked with engineering through production and wrote front-end code when timelines required it.
- Created Brand DNA and the Persona Library, a shared context layer used for AI personalization across the platform.
- Designed explainable AI workflows with provenance on generated content, visibility into how it was produced, and human review before publication.
- Designed forecasting and scenario-analysis tools that let CMO and CFO teams compare projected return, acquisition cost, and pipeline value.
- Created the company visual identity: logo, brand system, and marketing assets used across the business.

CONCURRENT WORK · ALONGSIDE AGILITY

Reps Training - Basketball training app
Co-Founder & Product Designer

Herriman, Utah
July 2024 - Present

- Co-founded a basketball training company with former NBA player CJ Wilcox and owned product design end to end as the only designer: strategy, UX, UI, brand, and design system.
- Designed the full iOS experience: onboarding, training, subscriptions, gamification, leaderboards, groups, and athlete progress tracking. Hired and directed the iOS engineers who built it.

Aegix Global - Emergency management software
Product Designer, contract

Herriman, Utah
March 2023 - February 2024

- Led product design across mission-critical applications used by school districts, administrators, and first responders, including AIM, MAP, AIR, and SMS.
- Designed incident management, emergency communication, evacuation, accountability, and student reunification workflows for people working under acute stress.
- Delivered design systems, prototypes, and production-ready interfaces across web and mobile.

EARLIER · ENGINEERING

MasterControl - Software Engineer in Test
Clip - QA Automation Engineer

January 2019 - August 2020
February 2018 - January 2019

Built automated test frameworks and end-to-end test suites, including iOS and Android coverage and a Postman collection that monitored payment-processor reliability on a daily cron job. I wrote software for two and a half years before moving into design.

SELECTED WORK

Later - iOS app designed, built, and shipped solo in SwiftUI. Turns spoken notes and photos of handwritten lists into structured tasks and boards. apps.apple.com/app/id6777234557

Experiments - kill-the-ai-slop, an open-source Claude Code skill that reviews UI like a design director and scores it 0-100; scrmb1, an npm text-animation package for React, Vue, and Svelte; and Shots and Keyframe, released macOS apps.

mccormickdesigns.com - Hand-built portfolio with case studies on Agility, Later, Aegix, and Reps.

TOOLS

Design

Figma, Framer, design systems, prototyping, interaction design, information architecture, user research

Code

SwiftUI, React, shadcn/ui, Supabase, Stripe, Vercel, Cloudflare, Xcode, TestFlight, Git

AI

Claude Code, Cursor, explainable-AI patterns, human-in-the-loop review, contextual personalization

Certification

iOS Developer Nanodegree, Udacity (2017)