

Trip Horton

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Principal Product Designer with 15+ years leading end-to-end UX for B2B and B2C products. Proven track record shipping design systems and tools that reduce development time 30%+, cut manual reporting by hundreds of hours, and drive double-digit gains in engagement and conversion. Deep expertise blending user research, interaction design, and front-end development in Agile environments.

Principal Product Designer TripleE Fusion Manassas, VA 2012 – 2025

- Led design and UX strategy for a no-code modular website builder, reducing engineering hand-off time by 30% and enabling non-technical teams to launch pages 4× faster.
- Built and scaled a marketing analytics dashboard that eliminated 200+ hours/month of manual reporting across growth and leadership teams.
- Established research practice (interviews, usability testing, discovery workshops); drove product decisions that increased user engagement 25% and reduced churn.
- Authored and maintained enterprise design system (Figma) used by 6 product squads; enforced accessibility (WCAG 2.1 AA) and responsive standards.
- Mentored 4 junior designers and regularly facilitated cross-functional alignment between design, engineering, and executive stakeholders.

Senior UX Designer & Web Developer American Public University System — Manassas, VA 2011 – 2012

- Defined user journeys, personas, IA, and high-fidelity prototypes for prospective-student acquisition funnel.
- Designed and delivered mobile-first, conversion-optimized landing experiences in close collaboration with marketing and dev teams.

UX Designer / Front-End Developer DHA Group (federal contractor) — Washington, DC 2010 – 2011

- Led usability testing and redesign of recruiting platform; removed critical friction and increased qualified applicant flow 30%.
- Directed full visual rebrand and relaunched corporate site.
- Designed and built internal job distribution board that reduced recruiter administrative time by 40%.

Skills

Research & Strategy

User interviews · Usability testing · Jobs-to-be-Done · Discovery workshops · Metrics & analytics · Competitive audits

Product Design

Interaction design · Wireframing & prototyping · Design systems · Accessibility (WCAG 2.2AA) · Information architecture · UX writing

Tools & Code

Figma (expert) · Sketch · Adobe CC · Framer · HTML/CSS · JavaScript (ES6+) · React basics · WordPress · PHP/MySQL · GoogleAnalytics · Hotjar · Amplitude

Leadership & Process

Design leadership & mentoring · Cross-functional facilitation · Agile & Lean UX · Stakeholder management · Presenting to executives

Education

Full Sail University – Winter Park, FL

B.S. Digital Arts & Design, 2007

A.S. Digital Media, 2005