

Trip Horton

Chief Product Officer

Chief Product Officer:

TripleE Fusion – Manassas, VA | 2012 – Present

- Led the strategy and design of a **modular, responsive website builder**, enabling developers to rapidly launch consistent, full-featured sites and reduction of build time by **30%**.
- Designed a marketing **analytics dashboard** that eliminated **hundreds of hours** in manual reporting, providing real-time performance insights across multiple channels.
- Conducted **user research and usability testing** to translate behavioral insights into improved UX for both web and mobile platforms, resulting in a **25% engagement increase**.
- Partnered with cross-functional teams to deliver **wireframes, high-fidelity designs, and interactive prototypes**, ensuring design intent aligned with development output.
- Initiated and led **UX operations** including competitive audits, design system development, visual consistency patterns, and long-term experience roadmaps.

Senior UX Designer / Web Developer:

American Public University – Manassas, VA | 2011 – 2012

- Defined the user journey through detailed **personas, user flows, IA diagrams, and interactive prototypes**, aligning design with academic marketing goals.
- Designed and launched **responsive landing pages** that improved mobile traffic conversion and standardized branding across marketing initiatives.
- Acted as a **cross-functional liaison** between design, marketing, development, and copywriting teams, streamlining collaboration and shortening iteration cycles by **15%**.

Lead UX Designer / Front-End Developer

DHA Group, Inc. – Washington, DC | 2010 – 2011

- Conducted **in-person and remote usability tests**, uncovering key UX friction points that led to product improvements in federal recruitment portals.
- Rebranded and redesigned the **corporate website**, supporting FBI contract recruitment efforts and increasing qualified traffic by **30%**.
- Built a custom **internal job board system**, reducing recruiter job posting time by **40%**.
- Delivered end-to-end product design including **wireframes, mockups, and front-end code**, ensuring seamless integration with development teams.

UX/UI Designer / Web Developer

Destiny Foundation – Orlando, FL | 2007 – 2009

- Designed and developed the foundation's web presence, resulting in a **50% increase in donor engagement** and improved visibility for humanitarian campaigns.
- Directed and produced **video and photo storytelling content** from Ghana to support global fundraising campaigns, securing funding to build **deep-water wells benefiting 30,000+ people**.
- Collaborated across research, design, and engineering to craft emotionally impactful and accessible digital experiences.

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SKILLS

User Research: Methodology • Synthesis • Reporting

Interaction & Interface Design: Accessibility • Visual Design Principles • Wireframing & Prototyping • Design Systems • User-Centric Mindset

Content Strategy: UX Writing • Information Architecture • Content Auditing

Data Analytics: User Behavior Analysis • Metrics & KPIs • Data-Informed Design

Technical Literacy: Tech Acumen • Front-End Awareness • Design Tools Mastery • AI Prompting

Business Acumen: Domain Knowledge • Market Awareness • Strategic Thinking

Product Management: Problem Framing • Product Thinking • Roadmapping • Product Lifecycle Management

UX Leadership: Talent & Team Development • Stakeholder Management • Performance Management • Resource Management

Soft Skills:

Communication • Ownership • Critical Thinking • Time Management • Emotional Intelligence • Growth Mindset • Resilience

Tools & Software

Figma • Adobe Creative Cloud (Photoshop, Illustrator, XD) • Sketch • InVision • Microsoft Office • Google Analytics • WordPress • Joomla • Drupal • UX Pilot