

# travis williams

travis williams  
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<https://ctw.dev/>

## core skills

Organizational architecture and headcount strategy

Engineering quality and velocity

Technical decision-making and architectural clarity

Product-focused engineering leadership

EU/US distributed team scale and async operations

Crafting scalable hiring pipelines and interview systems

## education

### North Central College

Master of Science:  
Web and Internet Applications

### International Academy of Design and Technology

Bachelor of Fine Arts:  
Visual Communications in  
Multimedia and Web Design

## overview

Proven engineering leader specializing in the phase most companies underestimate: after the MVP ships and before the org can actually scale. I've closed that gap three times — building engineering organizations from early-stage chaos to 15–21 engineers with durable hiring systems, technical direction, and leadership pipelines that outlast my tenure. I'm currently doing it again as Director of Engineering at Honeycomb Insurance, and building two products as a founder in parallel.

## career highlights

- Led team growth from early-stage to 20+ across multiple orgs
- Maintained sub-10% career turnover with durable succession outcomes
- Cut infrastructure spend by hundreds of thousands of USD
- Built hiring systems for senior-level calibration and fast-cycle US/EU alignment
- Created durable leadership systems still in use years after departure
- Led org transformations that preserved morale, improved output, and enhanced engineering pride

## professional experience

### Director of Engineering, US

December 2024 - Present

#### Honeycomb Insurance

- Brought in to build and lead the US engineering function; operating at Head of Engineering scope since day one
- Defined and owned the full hiring process end-to-end — job descriptions, recruiter relationships, offers, and final decisions including overriding leadership when needed; 100% retention over 14 months
- Drove technical direction for the US including architecture decisions on service boundaries vs. monolith and vendor negotiations; led a large-scale Okta migration replacing a homegrown auth system
- Established sprint discipline and bridged product management responsibilities until a PM was hired, closing the gap between executive expectations and engineering delivery
- Shifted application support from reactive ticket resolution to an outcomes-focused function with measurable internal and external impact
- Introduced OKR-aligned goals and uptime/performance metrics across all project delivery, establishing accountability in a previously unmeasured org

### Director of Engineering, Digital

February 2022 - July 2024

#### Engineering Manager, Digital

March 2021 - February 2022

#### GN Store Nord (SteelSeries, APS)

- Scaled from a single four-person US engineering team to a global distribution of fifteen engineers across US and EU, plus scrum masters, product managers, and QA
- Improved department velocity by 40% over two quarters while maintaining uptime SLO
- Evolved team from e-commerce maintenance to a cloud services platform supporting three brands and 3 million monthly active software users on SteelSeries GG
- Improved core web vitals and page load from 10s to 4s, doubling e-commerce conversion from 0.75% to 1.5%
- Reduced AWS costs by 50% and improved uptime to 99.99% by establishing and refining DevOps discipline across all teams
- Reduced external SaaS spend by \$500K/year through AI tooling, internal builds, and bundled alternatives
- Mentored engineers to promotions at senior and technical lead levels; built durable leadership systems still in use post-departure



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## professional experience, continued

**Engineering Manager, Automations**  
**ActiveCampaign, LLC**

February 2019 - March 2021

- Scaled core platform team from 6 to 21 engineers; hired and mentored an additional engineering manager to split department responsibilities
- Architected iterative front-end transformation from PHP/jQuery to React within the Automations space
- Initiated and led organization-wide monorepo adoption to accommodate multiple front-end technologies, dependencies, and localization
- Led rework of the Automations section, improving performance and API request latency — delivering a 12% increase in first automation created rate
- Mentored engineers through all career levels, resulting in promotions to mid-level, senior, and staff

## additional technical roles

**Full-Stack Engineer, ActiveCampaign, LLC**

July 2017 - February 2019

**Front-end Engineer, L2 Interactive**

September 2015 - June 2017

**Senior Interactive Developer, Newark element 14**

February 2012 - September 2015

**Interactive Designer, Newark element 14**

August 2011 - February 2012