

TIMOTHY TAYLOR → *designer of interfaces, interactions & engaging user experiences.*

EXPERIENCE

Deem, Inc. • Principal UX Designer

April 2011 — Current

Responsible for user experience and visual design for the Deem desktop, tablet and mobile product lines. Created a unified design language that defined UI visuals, typography, grids, common patterns and nomenclature. Lead a team of four UI designers. Define design principals for the UI team to analyze, approach and solve problems. Created journey maps and tasks flows mapping out the pros and cons of each model. Worked directly with product managers, engineering, quality assurance and mobile teams.

SafetyWeb.com • Lead Interaction Designer

May 2010 — Dec 2010

Created wireframes, user task flows, strategies for displaying content, provided options based on user testing and feedback. Crafted UI and interactions, out of the box user experiences, referral programs, registrations, advertising pages and social network interactions with the core product. Lead a team of two designers.

Flock.com • Lead Designer

May 2007 — Nov 2009

Worked with marketing, product, engineering, and quality assurance teams. Designed web and product interfaces and interactions. Created prototypes for user testing. Assembled feedback into workable projects and enhancements. Took rough strategies and ideas from sketches to wireframe to polished product.

OurStory.com • Web Designer

Sep 2006 — Mar 2007

Created wireframes, interfaces and layouts for various aspects of the product. Designed conceptual models via product specs and prototypes. Responsible for the visual look and feel of the product. Converted approved mocks into valid XHTML and CSS. Worked with product, engineering, quality assurance and marketing teams.

Focus Design Studios • Web Designer

Jan 2006 — Jun 2006

Designed logos, site maps, interfaces, CSS driven layouts, and graphic content for the studios various clients. Helped the studio transfer older methods of table based web design to web standards and CSS driven layouts.

Cantrall & Associates • Lead Designer

Mar 2003 — Nov 2005

Created, directed and maintained all creative content, print and web design. Clients included: *American Orthopædic Foot and Ankle Society, Eastern Orthopædic Association, American Academy of Oral Medicine and National Federation of Paralegals, Board for Certification.*

FREELANCE EXPERIENCE

Haier America • Visual Design & Development

Mar 2010 — May 2010

Responsible for visual redesign of their current website. Converted the mocks to a modular based CSS layout. Added JQuery interactions to cycle in new products and content.

Nitro Snowboards • Development

Jun 2006 — Sep 2006

Implemented a new visual, interface, data redesign and interaction of Nitro Snowboards USA. Wrote the core XHTML markup, product modules and all CSS cosmetics and interaction.

Eastlake Yoga • Visual Design & Development

Feb 2004 — Sep 2005

Converted previous website from table based layout to XHTML and CSS. Increased page rank on search engines. Designed, directed and maintained all event promotions, workshops, website and monthly newsletter. Edited photos for website slide show and newsletter.

Marina Village Inn • Visual Design & Development

Dec 2003 — Jan 2004

Designed visual aesthetic, content and navigational flows. Edited photos and created a Quicktime panoramic view of the hotel and its amenities. Wrote the core XHTML markup, media modules and all CSS cosmetics and interactions. Increased page rank on search engines.

One Logic • Visual Design

Jan 2003 — Sep 2003

Created logo, business card, envelopes, letterhead, information design, media presentations and managerial reports. Illustrated data driven problem solving methods for a variety of corporate managerial & business obstacles using the OneLogic problem solving techniques.

DESIGN

Product Design & Analysis
User Centered Design
Wireframes & Task flows
Persona Research & Development
User Testing & Analysis
Prototyping & Iterative Design
Mental & Conceptual Models
Product Experience Unification
Contextual Interfaces
Information & Data Formatting
Responsive Design
UI & Icon Libraries
Typography & Glyphs
Grid Structures
Graphic Manipulation
Image Web Optimization
Document & Page Layout

APPLICATIONS

Photoshop, Illustrator, InDesign, OmniGraffle, Balsamiq, Hand Coding, Web Standards, HTML & CSS

EDUCATION

Art Institute of Seattle
AAA in Multimedia and Design
Graduated September 2002