Timothy Jake Taylor

User Experience and Product Designer

EXPERIENCE

Deem, Inc.

Principal UX Designer   APR 2011 — FEB 2016

Spearheaded design research, user experience, interface design and prototyping of features, services and applications for the Deem platform. Engaged with multiple stakeholders, including design, product management, engineers, and quality assurance, in creating and brainstorming initial concepts. Advanced those concepts into product experiences via illustrations, storyboards, wireframes, task flows, mock-ups and prototypes. Coordinated multiple projects to completion. Supported engineering teams throughout the implementation cycle. Worked across a wide range of projects, technologies and devices.

SafetyWeb

Lead Interaction Designer   MAY 2010 — DEC 2010

Optimized funnel conversion through product tours, customer onboarding features, marketing promotions and social networks. Designed product enhancements, navigational architecture, user flows, interactions, interfaces, content, style guides, mock-ups and icons. Conducted usability testing and integrated customer feedback into the product.

Flock Web Browser

Lead Designer   MAY 2007 — NOV 2009

Collaborated with marketing, product, engineering and quality assurance teams. Designed icons, interfaces, interactions, product tours and customer activation strategies. Created A+B tests, built prototypes for validation and incorporated new features into the product. Refined ambiguous ideas from sketches to wireframes into polished product experiences.

OurStory

Web Designer   SEP 2006 — MAR 2007

Worked within the product, engineering, and quality assurance teams. Illustrated icons, page layouts, style guides and interfaces for the product. Constructed prototypes to validate social interactions. Reviewed usability testing results and provided iterations based on customer feedback. Coded mock-ups into XHTML and CSS.

Focus Design Studio

Web Designer   JAN 2006 — JUL 2006

Designed logos, websites, style guides, advertisements and search engine optimization strategies. Arranged content, built sitemaps and navigational hierarchies. Advocated for the modernization of development practices by discontinuing table based layouts and adopting web standards, validated XHTML and CSS.

Cantrall & Associates

Lead Designer   MAR 2003 — NOV 2005

Created, directed and maintained all creative content for print and web projects. Clients included: American Orthopaedic Foot and Ankle Society, American Academy of Oral Medicine, Board for Certification in Pedorthics and the National Federation of Paralegals.

Freelance

Independent Designer   SEP 2002 — CURRENT

When not working full-time, I work as an independent UX and product designer. I've had the privilege of working with the following companies: American Automobile Association (AAA), Haier of America, Nitro Snowboards and Chef Surfing.

SKILLS

Design Research

Assimilate business objectives, interview customers, gauge competitors, review analytics and convert research into actionable direction.

User Experience Design

Empathize with customer behaviors and goals, understand their nomenclature and create experiences that feel intuitive.

Prototyping

Refine ideas into a prototype. Validate with target customers and stakeholders before making a significant development investment.

Interface Design

Design interfaces and systems that allow people to feel in control. Strive for consistency, more signal and less noise.

TOOLS

Whiteboard & markers, Adobe, Sketch, OmniGraffle, Balsamiq, HTML, CSS, InVision and other prototyping applications.

EDUCATION

Art Institute of Seattle
Associate of Applied Arts in Multimedia and Design
September 2002