

TAYLOR COLLINS USER EXPERIENCE DESIGNER

TAYLOR@TAYLOR-COLLINS.COM | TAYLOR-COLLINS.COM | LINKEDIN.COM/IN/COLLINSTAYLOR | SEATTLE, WA

EXPERIENCE

User Experience Designer

Thrive Wellness | Seattle, WA

Feb. 2018 - Current (Contract)

- Evaluate existing app prototypes to determine critical problem areas for upcoming design exploration and development
- Research, document, and implement interaction design best practices that address the target personas' unique needs and goals
- Create and iterate on wire flow diagrams charting the steps users take through the system to complete a particular task
- Generate context scenarios and journey maps based on personas and user research for design/development team to test solutions against
- Provided app development team with suggestions for improvement on proposed solutions and guidance on considering solutions from a user perspective

Digital Designer

Kraftwerk Design | San Luis Obispo, CA

Jan. 2014 - Jan. 2018

- Designed and built custom responsive websites for a wide range of businesses
- Lead design on 15+ website projects in collaboration with the client and our team
- Built 10+ websites using current web best practices in a content management system (CMS) for responsive, lightweight code
- Interviewed stakeholders to identify user pain points, trace how they affected our client's business performance, design and present solutions to those problems
- Iteratively produced mock-ups of various fidelity (sketches, wireframes, full color comps) making improvements based on user and client feedback at each step
- Managed team deadlines and client communication for a variety of client projects

Web Developer

Etna Interactive | San Luis Obispo, CA

Mar. 2013 - Jan. 2014

- Developed responsive websites for medical practices using HTML5, CSS, and jQuery while integrating a back end CMS built for online marketing
- Collaborated with website designers to ensure product excellence and design quality
- Thoroughly tested browser compatibility to ensure ease of use and accessibility for visitors on a variety of devices
- Performed website maintenance to refresh aesthetics, improve SEO, and meet current HTML5 & CSS best practices

Visual Merchandiser

IKEA | Emeryville, CA

May 2010 - May 2012

- Designed store layout and visual display solutions to increase sales in an intended department by improving the customer shopping experience
- Evaluated customer flow to find pain points and pitch possible solutions
- Planned and oversaw department remodels to display targeted products
- Designed educational displays to demonstrate product features to shoppers

QUALIFICATIONS

Professional Skills

UX Design
Interaction Design
Visual Design
Information Architecture
Prototyping
Problem Solving
User Research
Usability Research
Communicating Ideas
Creative Collaboration
Project Facilitation
Web Development

Tools

Sketch
Invision
Principle
Omnigraffle
Axure
Balsamiq
Photoshop
Illustrator
InDesign
Sublime Text
Slack

Languages

HTML
Sass/CSS
jQuery
Twig (PHP)

EDUCATION

User Experience Design Immersive

GENERAL ASSEMBLY

Jan. 2018 - Mar. 2018

Seattle, WA

A.A. Graphic Design

FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

Sept. 2007 - May 2009

San Francisco, CA