

# Taylor Pessetti

## UX/Web Designer

 tmpess@umich.edu

 taylor-pessetti

 Design Portfolio

---

### Education

**University of Michigan**  
MS Information - UX Design  
May 2022

**BS Information - UX Design**  
Minors: Statistics and  
Entrepreneurship  
May 2021

---

### Skills

#### Interaction and UX Design

Accessibility Screening  
Affinity Diagramming  
Card Sorting  
Personas and Scenarios  
Prototyping  
User Research and Testing  
Wireframing

#### Programming/Software

Adobe Photoshop  
Adobe Illustrator  
Figma and Sketch  
HTML/CSS/JavaScript  
Python

#### Leadership and Miscellaneous

Agile Project Framework  
Visual and Graphic Design  
Product Management  
Cross-Team Collaboration  
Consulting and Client Support  
Google Suite  
Microsoft Office

### Projects and Relevant Work

#### Dayly Mobile Application Design and Prototype 1/22 - 5/22

- Utilized Figma to design an assignment tracker for college students
- Researched design trends for sleek, modern prototypes and colors
- Completed wireframing, prototyping, and user testing for designs
- Navigated through an end-to-end design process from start to finish

#### University of Michigan Electric Boat 9/20 - 5/22

- Used HTML, CSS, JS, Bootstrap, and the Adobe Creative Suite
- Constructed an accessible and responsive UMEB site from scratch
- Built wireframes, low-fidelity designs, and high-fidelity prototypes

#### Friends In Deed UX Web Restructuring 1/21 - 5/21

- Reorganized the FID website, leading to more structured content
- Analyzed data from card sorting, interviews, a competitive analysis, and a heuristic evaluation to create designs with reordered content
- Implemented digital prototypes using Figma and Wordpress
- Practiced stakeholder and client interaction and communication

#### Cyberclass Desktop Experience Design 9/20 - 12/20

- Produced sketches, storyboards, user flow diagrams, paper prototypes, wireframes, and a digital prototype using Figma
  - Gained insights on the user base by conducting a competitive analysis, interviewing users, and creating personas and scenarios
- 

### Work Experience

#### Junior Product Owner Intern 5/21 - 8/21

Labcorp | Burlington, NC (Remote)

- Organized a product experience using Pendo, resulting in over 12 newly tagged and correctly tracked pages
- Improved data collection and visualization for product experiences
- Solved predictive log monitoring issues with a group of employees

#### Web Design and Marketing Intern 7/20 - 12/20

SPQR Research Laboratory | Ann Arbor, MI

- Designed features using HTML, CSS, Javascript, and Bootstrap
- Ensured accessible designs by promoting WCAG standards
- Revamped the portfolios of researchers to be more responsive

#### Workplace Solutions/Global Analytics Intern 1/17 - 8/19

Kellogg Company | Battle Creek, MI

- Served as a UX specialist to create a career assessment tool
- Demonstrated analytics, product management, and user research skills during three separate summer internships
- Executed quantitative research and managed multiple projects simultaneously