

TAYLOR WILLIAMS

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PROFESSIONAL SUMMARY

Creative and user-focused UX/UI Designer with 5 years of experience crafting intuitive digital experiences for web and mobile applications. Skilled in user research, wireframing, prototyping, and visual design. Passionate about creating accessible designs that solve complex user problems while meeting business objectives.

SKILLS

- **Design:** User Interface Design, Interaction Design, Wireframing, Prototyping, Visual Design, Design Systems
- **Research:** User Research, Usability Testing, A/B Testing, Persona Development, Journey Mapping
- **Tools:** Figma, Adobe XD, Sketch, InVision, Illustrator, Photoshop, Zeplin, Miro
- **Programming:** HTML/CSS (Intermediate), JavaScript (Basic), React (Basic)
- **Methodologies:** Design Thinking, Agile/Scrum, Lean UX, Design Sprints
- **Collaboration:** Cross-functional Teams, Developer Handoff, Product Management

PROFESSIONAL EXPERIENCE

SENIOR UX/UI DESIGNER

FinTech Innovations, San Francisco, CA

February 2022 - Present

- Lead UX/UI design for consumer-facing financial management applications with 500,000+ users
- Conducted user research and usability testing to identify pain points and validate design solutions
- Redesigned core features resulting in 35% improvement in task completion rates and 28% increase in user satisfaction
- Created and maintained comprehensive design system, improving design consistency and development efficiency
- Collaborated with product managers, engineers, and stakeholders throughout product development lifecycle
- Mentored junior designers and facilitated design thinking workshops for cross-functional teams

UX DESIGNER

TechSolutions Corp, San Francisco, CA

March 2020 - January 2022

- Designed user interfaces for enterprise SaaS products, focusing on workflow efficiency and usability
- Created wireframes, user flows, and interactive prototypes for new features and product enhancements
- Conducted usability testing and synthesized findings into actionable design improvements
- Collaborated with developers to ensure accurate implementation of designs
- Participated in agile development process, attending daily stand-ups and sprint planning

UI DESIGNER

Creative Agency Partners, Oakland, CA

June 2018 - February 2020

- Designed user interfaces for web and mobile applications across various industries
- Created visual design assets including icons, illustrations, and marketing materials
- Collaborated with UX researchers to implement research findings into design solutions
- Presented design concepts and rationales to clients
- Participated in brainstorming sessions and concept development

EDUCATION

BFA in GRAPHIC DESIGN

California College of the Arts, San Francisco, CA

2014 - 2018

- GPA: 3.85/4.0
- Concentration: Interactive Design
- Senior Project: Mobile app design for community volunteer coordination

PROFESSIONAL DEVELOPMENT

- Interaction Design Foundation Certification
- Google UX Design Professional Certificate
- Nielsen Norman Group UX Certification (in progress)

SELECTED PROJECTS

Financial Dashboard Redesign

- Led complete redesign of consumer financial dashboard
- Simplified complex data visualization while maintaining functionality
- Reduced user support tickets by 40% and increased daily active users by 25%

Mobile Banking App

- Designed intuitive mobile banking experience focusing on accessibility
- Created adaptive interfaces for different user segments
- Achieved 4.8/5 star rating in App Store after launch

Enterprise Analytics Platform

- Redesigned complex data visualization tools for non-technical users
- Implemented information hierarchy improvements based on user research
- Reduced onboarding time by 60% and improved feature adoption

SPEAKING & COMMUNITY

- Speaker, Design Week San Francisco 2023 - "Designing for Financial Inclusion"
- Mentor, Design Lab mentorship program for underrepresented designers
- Volunteer UX consultant for local nonprofit organizations