Taylor L. Salzman

User Experience Researcher and Designer



Graphic Designer 01/2020 present

Forefront Commercial

- · Responsible for the production and maintenance of all marketing materials including pamphlets and flyers, unique brand assets, and detailed commercial real estate site maps.
- Working diligently to maintain the correct listings and availability for all materials to ensure client satisfaction.

Personal Info

Phone

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E-mail

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LinkedIn

https://www.linkedin.com/in/taylorlsalzman/

User Experience Researcher 08/2018 -09/2019

Full Sail User Experience Lab (UX Lab)

- Worked on and led more than 15+ projects for multiple AAA video game industry clients, including Wargaming.net, THQ Nordic and many others.
- Communicated with clients regarding project requirements and test objectives.
- Designed test plans using appropriate methodologies based on the unique needs of each project.
- Moderated and facilitated various playtests and usability tests.
- Collected both quantitative and qualitative data and performed analysis to determine significant findings.
- Wrote and delivered in-depth, final reports with actionable recommendations and potential improvements to the products tested. Followed up and maintained relationships with clients to ensure satisfaction.

Skills

Qualitative and Quantitative Methodologies | Moderated and Unmoderated Usability Testing | Verbal Protocol Studies | A/B Testing | Multi-variant Testing | Bio-metric Tracking | Formative & Summative Evaluations | User Personas | Journey Mapping | User Flows | IA Principles | Task Analysis | Card Sorting | Paper Prototyping | Mid-Fidelity and High-Fidelity Prototyping | Interaction

Design | Heuristic Evaluation

Event Host 08/2017 -

Andretti Indoor Karting and Games

- A crucial member of the opening of the flagship Andretti Indoor Karting and Games location in Orlando, Florida.
- Trained oncoming team members and ensured proper implementation of the company's policies and procedures.
- Managed over 50 events in Andretti's 100,00+ sq ft premier entertainment space.
- Prepared, organized, oversaw, and broke down multiple private and corporate events, ranging to upwards of 1000+ guests per event.

Provided superior customer service to all guests and clients.



Software

Qualtrics | Survey Monkey | Power BI

|Excel | Illustrator | InDesign |

Photoshop | Adobe Experience

Design | Balsamiq | Sketch

12/2018

Education

01/2020 -09/2020

Career Foundry- Certified User Experience Designer

A 600-hour comprehensive UX Design course guided by industry veteran tutors and mentors, this course covers the end to end process of human centered design from gathering insights and creating user personas to information architecture and prototyping to final design deliverables.

06/2018 -06/2019

Full Sail University- Game Design Master of Science - Graduated Salutatorian - GPA 3.42

User Experience Capstone - While pursuing my Master's degree in Game Design, this capstone program provided the opportunity to immerse myself in a full-time internship for User Experience research, where I was able to perform and run more than 15 studies for AAA video game products, websites, and mobile applications as well.

05/2015 -

Full Sail University- Entertainment Business Bachelor of Science - GPA 3.65

06/2017

This degree combines essential business and management knowledge with personal development in a project-based environment.