Taylor Watkins

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WORK EXPERIENCE

Mix Tape Ventures
Technology Intern (Aug. 2020 - Jan. 2021)

- Evaluating e-commerce websites from a user perspective. Presenting my findings and solutions for increasing conversions thorugh design changes. Working with development teams to make these chages happen.

Shannon Sells Team (Real Estate)
Digital Marketing/Graphic Design (Aug. 2018 - Jun. 2020)

- Designing and developing tools increase buyer and seller interest, including listing presentations and other marketing deliverables

Women's Council of Realtors
Digital Marketing/Graphic Design (Jan. 2018 - Jan. 2019)

- Responsible for editing their website, designing a quarterly newsletter, and creating other print documents

Freelance Work
Graphic Design (Aug. 2016 - May 2018)

- Including but not limited to book covers, logos, web design, and print documents

EDUCATION

Georgia Institute of Technology - Atlanta

- Candidate for Bachelors of Science in Computational Media
- Concentration in People and Interaction Design/Experimental Media

Expected Graduation: 2021

SKILLS

Design

- Contextual Inquiry, Prototyping, Storyboarding, User Interviews, Heuristic Evaluations, Persona and Scenario Development, Affinity Diagramming, Usability Testing

Technical

- Photoshop, Illustrator, InDesign, Premiere, Adobe XD, HTML/CSS, JavaScript, Java, Python

ACADEMIC PROJECTS

Workout App Prototype

- Performed ideation, sketching, prototyping and heuristic evaluations. Created a high-fidelity AdobeXD prototype of a workout app aimed at college students

GBA Video Game

- Worked on a solo project to create a fully developed, playable game for the Game Boy Advanced

SpaceTrader Video Game

- Followed an agile iteration process and worked with a team to create a video game made in JavaFX. Ended with a fully developed playable product

Fort Campbell Messaging App

- Created user stories, and prototypes for a project with Fort Campbell Military Base. Will be continuing this work in the spring.