



TAYLOR HINES

UX/Digital Experience Designer

SKILLS

UX Design

Design Thinking

Product Branding

User Research

Content Strategy

HTML/CSS/JavaScript

React

Hotjar

Episerver

Figma/Adobe XD

Email Marketing

Google Analytics

Microsoft Office & G Suite

CONTACT

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY - HAAS SCHOOL OF BUSINESS

Bachelor of Science, Business Administration

December 2018

GPA 3.5

EXPERIENCE

DOLBY LABORATORIES, Sept 2019 - Present

Digital Platforms Coordinator

Collaborates with and supports lean digital team to create high quality user experiences that bring the Dolby technology story to life.

- Develops digital UX strategy and page layout for site campaigns with cross functional stakeholders
- Conducts user surveys, A/B tests, and monthly data analysis to optimize site content and drive results
- Executes daily updates for site using content management system, Episerver

THOUGHTCLOUD, Aug 2020 - Feb 2021

UX/UI Designer

Created and ideated designs on product team for mission driven education platform start-up.

- Developed wireframes and maps task flows
- Advocated for and incorporated human-centered design thinking to ensure a rich platform experience
- Designed high fidelity wireframes and delivered designs to engineers

ELECTRIC DESIGN & MOTOR CONTROL INC., Mar 2019 - Sept 2019

Digital Content Strategist/Writer/Designer

Orchestrated complete redesign of company website to communicate brand values, highlight services and prepare for e-commerce functionality for turn-key control systems integrator company.

- Maximized brand messaging, customer engagement, and SEO by implementing new site content architecture and navigation scheme
- Analyzed cross functional department needs; wrote and curated dynamic online content, captured and edited relevant photos for site

IMPOSSIBLE FOODS, Sept - Dec 2018

Consumer Behavior Team Member

Analyzed consumer behavior patterns and designed data-driven consumer focused strategy to convince meat eaters to try Impossible Burger; competitive course project.

- Developed digital surveys (210 respondents), coordinated focus groups, and conducted individual interviews to research and gather data; presented suggested marketing strategy with new segment personas
- Won "Choice Presentation" by Impossible Foods marketing team