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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

Portfolio
hinestaylor.com

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hinestaylor29@gmail.com

Mobile
(916) 865 – 6418

Location
San Francisco, CA

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

Designs immersive user experiences across platforms that bring the Dolby technology story to life.

- Develops digital UX strategy and user journeys for site campaigns with cross-functional stakeholders
- Supports and collaborates with team of researchers and designers to develop and implement CX measurement program to inform site optimizations and usability
- Awarded prize in companywide innovation competition for user research, UX/UI design, and prototype of a consumer app

THOUGHTCLOUD, Aug 2020 – Feb 2021
UX/UI Designer

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

- Developed wireframes and mapped user task flows
- Advocated for and incorporated human-centered design thinking to ensure a rich platform experience
- Completed high fidelity designs and delivered files 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