



# TAYLOR HINES

UX/Digital Experience Designer

## SKILLS

UX/UI Design

Product Branding

User Testing

User Segmentation

HTML/CSS/JavaScript

React

Content Strategy

Problem Solving/Analysis

Episerver

Figma/Adobe XD

Email Marketing

Google Analytics

Microsoft Office & G Suite

## CONTACT

Mobile

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Lincoln, CA 95648

LinkedIn

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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 Experiences Intern

Collaborates with lean marketing team to create high quality user experiences that effectively communicate the Dolby technology story.

- Supports cross departmental stakeholders with UX and content strategy for digital campaigns sitewide
- Built and manages the "Find my Dolby Experience" user tool on dolby.com
- Executes daily updates for multiple domains under the Dolby digital umbrella and maintains quality user experiences across web, mobile, and tablet

THOUGHTCLOUD, Aug 2020 - Present

UX/UI Designer

Ideates, creates, and refines design workflows on product team for mission driven education platform start-up.

- Develops wireframes and maps task flows
- Advocates for user needs to ensure rich platform experience
- Conducts user research and competitive analysis
- Designs high fidelity pages to deliver to developer team

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