



# 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](http://hinestaylor.com)

LinkedIn  
[linkedin.com/in/taylor-hines/](https://linkedin.com/in/taylor-hines/)

Email  
[hinestaylor29@gmail.com](mailto:hinestaylor29@gmail.com)

Mobile  
(916) 865 - 6418

Address  
1693 20<sup>th</sup> Ave  
San Francisco, CA 94122

## 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

Contributes to lean digital team to design 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 for Dolby

THOUGHTCLOUD, Aug 2020 - Feb 2021

UX/UI Designer

Created designs with 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