

KEATON TAYLOR

Product Designer

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PROFILE

I am a technically capable UX/Product Designer with a passion for building human-centered products. I value data and iterative processes that support business goals while upholding high visual and experiential standards. I really like my family and the Houston Rockets. I just bought my first ever pair of white tennis shoes.

ACCOMPLISHMENTS

- Led a Product Team at an early-stage startup. Took the org from an idea to a top-tier web and mobile recipe product with a large social following and succesful kitchen gadget business via Amazon.
- Launched platform-defining features for two top 50 (ComScore) home/lifestyle editorial products. Including personalized content tests, award-winning branded utilities and internal tools for writers and editors.
- Ran successful Design Sprints as well as in-person and remote user studies to inform product and feature lifecycles spanning user-facing products, admin-facing dashboards and internal editorial tools.

COOL THINGS

IAB MIXX Award 2016

Branded Utility

Our team at Apartment Therapy along with the teams at McKinney and Sherwin-Williams won an award for our work on Sherwin-Williams Color Search.

Guest Lecturer and Mentor

Missouri Southern State University - Joplin, Missouri
I've been a guest lecturer and portolio reviewer on an ongoing basis. Speaking with Students about how design can be applied to any career as well as Design career options, trajectory and talking about their work.

EXPERIENCE

- **Product Designer (Feb 2016 - Present)**
Apartment Therapy Media - NYC - (Remote)
Contribute design and development to internal and reader-facing products. Supported product strategy, user experience, and interaction design. Seeing features through from wireframes to front-end development. Owning the team CSS workflow as well as working with react.js. Working iteratively with cross-functional teams.
- **Lead Product Designer (Feb 2017 - Sept 2017)**
Mealthy Recipes - NYC - (Remote)
I recruited and led the early product team. Helped hire CTO and UX Designers. Designed and developed web and mobile products. Led design chapter, coaching team members and defining processes and guidelines. Contributed heacily to early front-end codebase.
- **Product Designer (July 2015 - Mar 2016)**
RaiseMore - Oklahoma City, OK - (Remote)
Contributed to team efforts in UX, visual design and product strategy. Led design sprints and helped facilitate user testing and group usability discussions. Designed a self-serve marketplace for js generated native apps.
- **Lead Web Designer (Oct 2013 - Feb 2016)**
Blue Fish Design Studio - Mobile, AL - (Remote)
Designed mobile-first websites and digital products for companies like Intel, Sea Grant, and Athlon Media Group. Focused on user-centered design and front-end practices to deliver reliable and performant experiences to support regional and national brands.
- **Web Designer (Dec 2012 - May 2013)**
Thrive Internet Marketing - Arlington, TX - (Partially Remote)
Independent contractor brought in to refine the design processes of a relatively small marketing company. Helped modernize the landscape of our client work, moving to a more modern, mobile-first process. Launched around a dozen regional SEO optimized sites.
- **Web Designer & Operations Lead (Dec 2012 - May 2013)**
Metro Design Loft - Rockwall, TX
- **Graphic Designer (Sep 2012 - July 2013)**
Lake Pointe - Rockwall, TX
- **Junior Front-End Designer (Jan 2012 - Sep 2012)**
SPI Creative / Midwestern Interactive - Joplin, MO
- **Graphic Designer (Jan 2009 - Dec 2011)**
Art Feeds - Joplin, MO