matthew taylor

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experience

UX Designer | ISL   May 2018 - Present

Working with Fortune 500 and non-profit clients such as Volkswagen, Capital One, Service Year, Monumental, and the International Rescue Committee to create user-centric digital solutions and help their teams adapt to the internet.

- Leading discovery & research initiatives to influence personalized UX strategies
- Developing detailed documentation in the form of site maps, personas, taxonomies, user flows, customer journeys, competitive analysis, usability testing reports and wireframes
- Creating high-fidelity visuals, animations, and interactive prototypes
- Presenting UX strategies and rationales to clients, stakeholders, and internal project teams

Product Designer | Fundrise   Sep 2016 - Apr 2018

- Lead multiple product initiatives focused on the acquisition and retention of new users
- Created user flows, wireframes, interactive prototypes, and finalized spec documents
- Provided high-fidelity visual design for finalized product and marketing releases
- Established an ongoing usability testing structure and feedback channel implemented across all new product releases

Senior Designer | Illustria   Mar 2015 - Apr 2016

- Gathered business requirements, conducted user research, and presented findings to team members and key stakeholders
- Provided high-fidelity visual design and branding consultation
- Trained and mentored new hires and junior level designers
- Established an ongoing usability testing structure and feedback channel implemented

Front-end Designer | MAD Creative   Sep 2014 - Mar 2015

- Designed and developed custom email campaigns, event registration pages, and other responsive landing pages for any and all marketing needs
- Updated and maintained custom WordPress sites
- Designed and maintained visual assets and UI elements for all screen based projects

Graphic Designer | commonvision   May 2013 - Dec 2014

- Collaborated with a team of student and professional designers, animators, and printers to create promotional materials for student organizations, faculty departments, and campus-wide events across UMBC

education

UX Design Immersive

General Assembly | 2015

B.F.A - Graphic Design

University of Maryland, Baltimore County | 2014

expertise

User Research
Wireframing
Prototyping
Information Architecture
Usability Testing
UI Design
UI Animation
Visual Design
Typography
Branding
Vector Illustration

technical skills

Adobe Creative Suite
Sketch
Figma
InVision / Studio
JIRA / Bitbucket
GitHub
AxureRP
Principle
Framer / FramerX
HTML5 / CSS3
React / JS
iOS Human Interface Guidelines
Android Design Guidelines

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