TAYLOR ANDERSON

ANDERSSTAYLOR@GMAIL.COM | 708 372 0360 | TAYANDERSON.COM

EXPERIENCE

GRAPHIC DESIGNER [FREELANCE]
Multiple Clients | Chicago, IL | May 2016 - Feb 2017

- Consulted with client to understand requirements and establish the overall look and message they wanted to convey with the design.
- Created engaging and creative design concepts, logos, prints using traditional tools and design software such as Adobe Illustrator, Photoshop and InDesign.

UX DESIGNER/FRONT-END DEVELOPER [FREELANCE]
Multiple Clients | Chicago, IL | May 2016 - Jan 2017

- Assisted client with content, layout, visual appearance and usability of corporate website.
- Provided wireframes and/or prototypes of an initial design and gathered feedback and suggestions to create the most beneficial design for their needs.
- Worked closely with the business teams to ensure core functionality is clear.
- Developed corporate website using HTML, CSS, and Javascript based on clients' requirements and feedback to increase company value and potential business.

DIGITAL MARKETING RESEARCH CONSULTANT [FREELANCE]
Multiple Clients | Chicago, IL | May 2016 - July 2016

- Researched, created and maintained an effective marketing campaign across all interactive media including client websites, LinkedIn, Facebook, Twitter, Instagram, and blogs.

WEB DESIGNER
Indiana University Student Association | Bloomington, IN | Jan 2016 - Mar 2016

- Designed and developed campaign website based on the team's needs and requirements to create a strong web presence.
- Worked with the marketing team to advertise the campaign's platform on social media by creating posts on Facebook, Twitter and Instagram.

KUALI USER EXPERIENCE INITIATIVE INTERN
University Information Technology Services | Bloomington, IN | Sept 2014 - Dec 2014

- Evaluated existing and new Kuali product designs to identify inconsistencies and best practices.
- Performed a gap analysis to compare Design Guide design elements against existing applications to determine design needs and best practices.
- Assisted in the generation of the Design Guide documentation.
- Facilitated usability evaluations for new and existing design components.

UNDERGRADUATE MENTOR
School of Informatics and Computing | Bloomington, IN | Aug 2014 - Dec 2014

- Acted as a secondary lab instructor by helping students with lab tasks, questions, evaluation of students' lab work and proctoring exams.
- Assisted lecturer with record-keeping, such as collecting participation sheets and calculating grades.
- Provided information, motivation and advice based on my experience.

IT SUPPORT AND BUSINESS ANALYST INTERN
SDA Consulting, Inc. | Homewood, IL | Jun 2013 - Aug 2013

- Responded to user support requests received via phone, email, or walk-up requests.
- Aided users with performing day-to-day computer tasks, diagnosing hardware, software, and network issues.
- Researched and recommended software that could make processes more effective and efficient.
- Installed and maintained computer systems, including hardware and software upgrades.
- Assisted sales team with bids by preparing content for their proposals.

IT SUPPORT INTERN
Gordon Transportation, Inc. | Homewood, IL | Jun 2010 - Aug 2012

- Provided assistance to resolve IT issues and support requests.
- Assisted users with performing day-to-day computer tasks, diagnosing hardware, software, and network issues.
- Installed and maintained computer systems, including hardware and software upgrades.
- Performed other duties and projects assigned.

DESIGN

User Experience Design
User Interface Design
Logo Design
Print Design
Typography
User Research
User Testing
Prototyping

DEVELOPMENT

HTML5/CSS3/JS
SASS
Front-End Frameworks
GIT

TOOLS

Adobe Creative Suite
Wordpress
Microsoft Office

PHYSICAL COMPUTING

Ardunio
Raspberry Pi

EDUCATION

INDIANA UNIVERSITY BLOOMINGTON
B.S. Informatics | Class of 2016
Human-Centered Computing Cognate

HONORS & ACTIVITIES

DEAN'S LIST | Indiana University
HUDSON & HOLLAND SCHOLAR | Indiana University
IU FWC BOARD OF DIRECTORS | Marketing Team
PRAIRIE STATE ART SHOW | Best of Graphic Design