taylor a. cox

Digital designer and front-end developer based in Saint Petersburg, FL with agency experience focused on user experience and visual content creation.

CONTACT

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tayloracox.com
github.com/tayloracox

PROFICIENCES

· Adobe Creative Suite
· Bootstrap
· HTML/CSS
· Invision
· JavaScript
· React
· Sass
· User Experience
· WordPress
· WPEngine

EDUCATION

UDACITY
February 2018 - Present
Mobile Web Specialist
Nanodegree

THE IRON YARD
September 2017
Front-End Engineering

BUTLER UNIVERSITY
May 2015
Bachelor of Arts
Digital Media Production,
Art + Design, and
Strategic Communication

EXPERIENCE

RAYMOND JAMES // INTERACTIVE DESIGNER   OCT 2017 - PRESENT
· Led concepting efforts for redesign of a major investment tool and collaborated with developer team to ensure proper implementation of concepts
· Concepted and implemented restructuring of complex and branch websites throughout all of the Raymond James and Associates brand
· Formulate concepts, develop and design a variety of web sites and user interfaces for the global brand
· Develop interactive media such as digital advertisements, websites, and animated components for both internal and external utilization, leveraging HTML, CSS, JavaScript, ASP, and Sitecore CMS
· Collaborate with senior managers as a member of the Brand Review Committee to determine best practices for the corporate brand style guide and monitor usage of these practices throughout the agency
· Create interactive prototypes and journey maps showcasing optimal user experience based off of data garnered from surveys and reports

STATWAX // DESIGNER & DEVELOPER   OCT 2016 - MAY 2017
· Designed wireframes and interactive mockups for B2B and B2C clients
· Managed design and development sides of conversion rate optimization team using Optimizely for testing and measurement
· Developed responsive websites and landing pages using WordPress
· Oversaw and facilitated distribution of client projects and workflow for the creative team
· Led rebranding project for agency's digital and print materials

BLASTMEDIA // DESIGNER & DEVELOPER   JAN 2015 - SEP 2016
· Designed promotional material packages for events including e-mail newsletters, invitations, and social media assets
· Created visual content including infographics, illustrations, social media assets, and e-books
· Collaborated with team members and the executive team to develop and implement agency rebranding
· Developed responsive websites and landing pages using WordPress

VOLUNTEERING

SUNCOAST DEVELOPERS GUILD
Kids Academy Co-Organizer

GIRL DEVELOP IT!
Social Media Manager

KAPPA ALPHA THETA - ETA TAU
Education Adivsor

ST. PETE CODER DOJO
Teaching Assistant