taylor a. cox

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PROFICIENCIES

Digital Design

ADOBE CREATIVE SUITE

PROTOTYPES   UX   UI

WEB DESIGN   WIREFRAMES

MOCKUPS

Front-End Development

JAVASCRIPT   HTML5   CSS3

REACT   SASS   WORDPRESS

RESPONSIVE WEBSITES

EDUCATION

The Iron Yard
September 2017
Front-End Engineering

Butler University
May 2015
Bachelor of Arts
Digital Media Production
Art + Design
Strategic Communication

SPEAKING EXPERIENCE

Intro to CSS
Suncoast Developers Guild
Crash Courses

Breaking Up With Design
MERGE Conference

Should Designers Code?
Suncoast.js

"Just Do This," "It's Easy," and Other Ways You're Discouraging Your Developers
Suncoast.js

EXPERIENCE

Interactive Designer, Raymond James   *October 2017 - Present*

- Designed and developed "Mind Matters," a national campaign website for brand awareness consisting of an interactive quiz and supporting articles
- Led concepting efforts for redesign of a major investment tool while collaborating with the development team to ensure proper implementation of concepts
- Concepted and implemented restructuring of legacy complex and branch websites throughout all of the Raymond James and Associates 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 leaders as a member of the Brand Review Committee to determine best practices for the corporate brand
- Create interactive prototypes and journey maps showcasing optimal user experience based off of data garnered from surveys and reports

Designer & Web Developer, STATWAX   *October 2016 - May 2017*

- Designed wireframes and interactive mockups of websites for B2B and B2C clients
- Managed design and development components of a conversion rate optimization team utilizing Optimizely and Google Analytics 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

Designer & Web Developer, BLASTmedia   *January 2015 - September 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

COMMUNITY INVOLVEMENT

Suncoast Developers Guild
Kids Academy Co-Organizer
Mentorship Program Co-Organizer

Tampa Bay Startup Week
Startup Weekend Mentor
Conference Track Organizer

Kappa Alpha Theta – Eta Tau
Education Advisor

Girl Develop It – Tampa Bay
Co-Chapter Leader