taylor a. cox

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

CONTACT

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PROFICIENCIES

- Adobe Creative Suite
- Bootstrap
- HTML/CSS
- Invision
- JavaScript (Node, React, and Vanilla)
- Optimizely
- Sass
- UI/UX
- WordPress

EDUCATION

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
- 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, jQuery, 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
- Consult with account managers and clients on technical and creative responsive and cross-browser solutions
- Create interactive prototypes 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
- Troubleshooted to ensure optimal UI, UX, and functionality on projects
- Oversaw and facilitated distribution of client projects and workflow for the creative team
- Led rebranding project for internal 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 internal rebranding

AWARDS AND CERTIFICATIONS

TAMPA BAY HACKATHON HACK HOSPITALITY (2017)
Overall and Challenge Winner

ADOBE CREATIVE JAM (2016)
People's Choice Winner in UI/UX Design

SHORTY AWARDS (2016)
Finalist in Animated GIFs in Social Media

GOOGLE MOBILE SITES CERTIFICATION
July 2017 - July 2018