

# TAYLOR REYES SIHAPANYA

USER EXPERIENCE DESIGNER



## CONTACT

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## SKILLS

### Research

Competitive Analysis

Usability Testing

Mapping

Surveys

Interviews

### Design

Storyboarding

Wireframing

Interaction

Prototyping

Branding

### Tools

Figma

Principle

InVision

Procreate

Lightroom

Git

### Development

HTML

CSS

jQuery

## EDUCATION

Bloc | UX/UI Design Track

2018-20

SF State University | B.A.  
Communications

2010-12

## WORK

### What's Growin' On // research & design lead

- Design lead for an e-commerce solution for a local plant seller, "What's Growin' On". Brought their current small business from conception to actualization with their own website, branding, and storefront to set themselves apart from their competitors.
- My research & solutions helped to increase overall business by 20%.

### Wanderlist // branding & design lead

- Design lead (UX Design, Visual Design, Branding & Identity) for a travel app that encompasses both the ease of cloud storage and the rigor of detailed planning.
- Deliverables: User Surveys, Personas, User Stories & Flows, Competitive Analysis, Paper Prototyping, Wireframes, User Testing, Visual Design

### Bloc // design apprentice

2018 - 2020

- Project-based design work under the mentorship of multiple industry professionals that allowed me to dive into every step of the design process: from ideation to iteration; research to interaction.
- Crafted user surveys, conducted interviews, created personas, user stories, user flows, and created site mapping. Conducted user testing, user interviews, and iterated based on feedback.
- Created brand identities, style guides, and design systems.

### Thinkful // UX/UI Program Lead

2018 - Present

- Led Academic Success Team to improve operations, build rapport with students, collaborate with PED teams to consistently improve design student experience, and incite data to reach improvements at scale.
- Authored user surveys and conducted interviews to ensure that user data and feedback collected were made actionable to improve the student experience, and also translated into company success metrics.
- Mentored design, development, and data students while providing additional design methods & techniques, to ensure their success in their respective programs.