

# TAYLOR REYES SIHAPANYA

PRODUCT DESIGNER



## CONTACT

■ <http://tayreyes.com>  
■ [hello@tayreyes.com](mailto:hello@tayreyes.com)  
■ (415) 412-6566

## SKILLS

### Research

Competitive Analysis  
Usability Testing  
Mapping  
Surveys  
Interviews

### Design

Storyboarding  
Wireframing  
Interaction  
Prototyping  
Branding

### Tools

Figma  
Principle  
UserTesting.com  
Procreate  
Framer  
Git

### Development

HTML  
CSS  
JavaScript

## EDUCATION

Bloc / Thinkful  
UX/UI Design

2018-20

SF State University  
B.A. Communications

2010-12

## WORK

**What's Growin' On //** research, branding & design lead

**small business client**

- 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 & design solutions helped to increase overall business by 15% while bringing the client to the next stage in their business growth.

**Wanderlist //** research, branding & design

**mobile app**

- 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

**tayism design //** freelance ux/ui design

**2020 - Present**

- Project-based design work that allows me to dive into every step of the design process: from ideation to iteration; research to interaction.
- Full service: User research, information architecture, business development, branding stories, style guides, wireframing, prototyping, testing, interaction design, native/web/hybrid apps.
- Worked closely with small businesses to revamp or launch their branding, in addition to deploying and working with frontend code.

**Thinkful //** UX/UI Design - Lead Program Manager

**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.