TAYLOR REYES SIHAPANYA

USER EXPERIENCE DESIGNER

CONTACT

■ http://tayreyes.com
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SKILLS

Research

Competitive Analysis
Usability Testing
Mapping
Surveys
Interviews

Design

Storyboarding
Wireframing
Interaction
Prototyping
Branding

Tools

Figma
Principle
UserTesting.com
Procreate
Lightroom
Git

Development

HTML
CSS
jQuery

EDUCATION

Bloc / Thinkful
UX/UI Design Track

2018-20

SF State University
B.A. Communications

2010-12

WORK

What's Growin' On // research, branding & 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 & design solutions helped to increase overall business by 20% while bringing the client to the next stage in their business growth.

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

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 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.