

# Tayler Ramsay

## VCI Performance Review - 2024 Full Year

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## Reviewer

Tayler Ramsay (Self review)

Senior UX/UI Designer

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### 1. What are 3-5 tasks, projects, or accomplishments that you excelled at in 2024, and what impact did they have on your team or the organization?

#### Self-Review: 2024 Accomplishments

Over the past year, I have embraced challenges that pushed my creative and technical boundaries while deepening my commitment to a more seamless, inclusive user experience. Here are some of the projects and tasks that I am most proud of:

##### 1. Design System Build and Release

I was integral in constructing and releasing our design system—a journey culminating in a well-structured mockup build and delivery process. This initiative wasn't just about aesthetics; it fundamentally sped up our approval process, enabling multiple projects (like TGUC, Dell, and TD Commercial) to run concurrently. The tangible impact was a smoother workflow and a more agile production pipeline resonating deeply with our team's spirit.

##### 2. TD Commercial App Project

Being entrusted with the TD Commercial app was a turning point. It allowed me to step into a multi-disciplinary role—acting as PM, UX designer, and front-end developer. Those long nights of hard work expanded my skill set and fostered a greater understanding of what my colleagues from across the departments need from me. As a delightful bonus, I even received an extra \$5,000 For the company from TD, a small but meaningful acknowledgment of our collective efforts.

##### 3. Home Improvement Approval Process

I refined the home improvement approval process by defining precisely what the mockups should look like and clarifying the developers' requirements. This collaboration allowed me to work closely with our development team during handoffs, ensuring that every design was visually compelling and practically implementable. The result was a more coherent and effective design-to-development workflow, which enhanced our overall project quality.

##### 4. Accessibility Work with Shainne

One of my most inspiring projects was working alongside Shainne on accessibility initiatives. We developed a comprehensive guide for reference, so our team no longer needed to hunt down accessibility rules and tools whenever we started a new project, or they had a question. This effort has made our work more inclusive and efficient, ensuring our designs are accessible to all users without compromise.

##### 5. Overall UI/UX Process Refinement

Every project this year—from Sunlight Financial and Easy Pay to Progressive, Dell, and Sonrava (which taught me a great deal about patience)—has contributed to refining our company's UI/UX processes. These experiences have boosted my confidence and enriched my perspective, reinforcing my passion for creating beautiful and functional designs.

## 2. What are 2-3 tasks, projects, or actions that you feel you had difficulty with, or fell short on, in 2024? How would you do them differently/better if given another chance?

One significant challenge I encountered was related to my research practices. I was conducting exploratory research on code and sensitive project data using my company computer, which unfortunately led to a code leak. This incident was a wake-up call for me. If given another chance, I would ensure that sensitive material research is performed on a personal or dedicated secure device. This separation would help mitigate risks and protect our proprietary information while allowing me the creative freedom to explore innovative ideas.

One challenge I encountered in 2024 was collaborating effectively with a very busy coworker. Despite investing much effort into the project, I realized I sometimes missed opportunities to align our approaches fully because I didn't proactively schedule more focused check-ins. In retrospect, I would set up regular, dedicated feedback sessions and make a concerted effort to listen more actively. This way, I could ensure our ideas meld seamlessly without letting valuable input slip through the cracks.

These experiences have been invaluable learning opportunities, shaping my approach to security and productivity as I move forward.

## 3. What are 1-2 actions/habits you currently possess that you could eliminate to increase productivity, growth, or collaboration in 2025?

One habit I've noticed is my tendency to overanalyze and over-communicate my ideas in the early stages of a project. While being thorough is valuable, it can sometimes lead to delays and stifle spontaneous creativity.

Another habit I'm working to change is my occasional hesitation to assert my design decisions. I sometimes seek too much validation before moving forward, which slows down the momentum of projects. Embracing a more decisive approach would boost my productivity.

## 4. What are 1-2 new actions, skills, or habits you would like to implement for 2025 to enhance your performance in your role?

In 2025, I plan to continue building on my education by pursuing additional UX and other certifications. This commitment to lifelong learning—much like the Google UI/UX certification I earned this year—will help me stay ahead of industry trends and refine my design strategies.

Additionally, I want to hone my communication skills further. While I've improved this year, I see vast potential for growth in both active listening and assertive expression. I aim to establish regular, open channels of dialogue with my colleagues and stakeholders to foster a more collaborative environment, ensuring that our designs look beautiful and function seamlessly in practice.

## 5. What are 2-3 goals related to your position/work you would like to achieve in the first half of 2025?

**Launch a UX Research Initiative:** I want to spearhead a comprehensive UX research project—both qualitative and quantitative—to gather actual user data on how our products are used. This will inform smarter design decisions and validate our design system enhancements, especially if we plan to update the portal this year.

**Onboarding project:** If we end up redoing the onboarding portal, I would love to be a part of the project.

## **6. How can your manager or the organization better support your continued growth and success at VCI?**

I welcome any opportunities to scale myself within the company.

I am eager to take on new challenges—spearheading innovative projects, engaging in strategic cross-department initiatives, or expanding my responsibilities—to further develop my skills and increase my impact at VCI. With my manager's and the organization's support, I'm ready to embrace every chance to grow and contribute to our collective success.