

# Taylor McPherson

tmmcpher@ucsc.edu  
taylormcpherson.github.io

UX RESERACHER, DESIGNER

## EXPERIENCE & LEADERSHIP

### Product Designer • Tech4Good Lab

June 2020 - Present

I am conducting user and market research, wireframing, prototyping, and designing a scheduling app for our reserach lab.

### UX Researcher • Tech4Good Lab

January 2020 - Present

I conduct usability tests and analyze user experience data. I am also co-writing a research paper on a field study we will be running Summer 2020.

### Fellow • Tech4Good Lab

March 2020 - Present

As a selected Tech4Good Fellow, I take on lab and team-based leadership during the school year. I also get to work as a full-time paid intern in the lab all summer.

### Photographer • Freelance

December 2016 - Present

Photography is a love turned side hustle. Some of my publishers and collaborators include Vogue, Rookie Mag, Hara the Label, Jonesy NY, and Mejuri.

## EDUCATION

### Computer Science, B.A. GPA: 3.8

University of California, Santa Cruz  
Graduating March 2021

### Computer Science Visitng Student

University of California, Berkeley  
Sept. 2018 - May 2019

### Womens, Gender & Sexuality Studies

Barnard College, Columbia University  
Sept. 2016 - May 2018

## RELEVANT COURSEWORK

Designing Interactive Media  
Web Applications  
Web Design  
Data Structures

## SKILLS

### SOFTWARE

Java  
Python  
HTML/CSS  
JavaScript  
C/C++  
SQL

### DESIGN

Figma  
Adobe XD  
Photoshop  
Lightroom  
Microsoft Suite

## INTERESTS

Tech for Social Good  
Creative Direction + Design  
Hawai'i (where I'm from)  
Sustainable Futures  
Doggos