

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