

Taylor McPherson

FRONT END ENGINEER, USER ADVOCATE

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EXPERIENCE & LEADERSHIP

Front End Developer • Lifeblue

Feb 2021 - Present

I develop intuitive, user-focused experiences. I embrace cross-team-collaboration to create the best possible product for our users and clients alike. I enjoy wearing many hats and always challenge myself to learn best practices whether that is in code organization, implementation, accessibility, or beyond. I work with many front end frameworks including HTML5, LESS, SCSS, JavaScript and PHP.

UX Research & Design • Tech4Good Lab

Jan 2020 - Jan 2021

As a UX designer, I wireframed, prototyped, and designed a scheduling app for our research lab primarily using Figma. As a researcher I conducted user and market research, ran usability tests, and qualitatively analyzed user experience data. I have experience with survey design and user interviews both remote and in person. I also co-wrote a research paper alongside my lab mentors.

Educator • Punahou School

June 2016 - Aug 2018

I created lesson plans and co-taught classrooms of ~25 high school students during winter and summer breaks from College. Courses included an Intro to Feminisms course (grades 9-12) and Intro to Social Sciences (grade 9).

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. Cum Laude

University of California, Santa Cruz

Graduated December 2020

Computer Science Visiting 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
Database Systems

SKILLS

SOFTWARE

HTML5
LESS/SCSS
JavaScript
PHP
WordPress
SQL
Java
Python
C/C++

DESIGN

Figma
Invision
Needfinding
User Research
Rapid Iteration
Wireframing
Prototyping
Survey Design
User Interviews

INTERESTS

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