

# Taylor McPherson

UX DESIGNER, RESEARCHER, DEVELOPER

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taylormcpherson.github.io

## EXPERIENCE & LEADERSHIP

### UI/UX Designer • Tech4Good Lab

June 2020 - Present

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

### UX Researcher • Tech4Good Lab

January 2020 - Present

I conduct usability tests and analyze user experience data. Experience with survey design, and user interviews both remote and in person. Co-writing a research paper on a usability field study my team and I are running.

### Undergraduate 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.

### 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. GPA: 3.8

University of California, Santa Cruz  
Graduating 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

### DESIGN

Figma  
Needfinding  
User Research  
Rapid Iteration  
Wireframing  
Prototyping  
Adobe Creative Cloud

### SOFTWARE

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

## INTERESTS

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