

Taylor McPherson

UX DESIGNER, RESEARCHER, DEVELOPER

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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. 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

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