TAYLOR SIMPSON

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Skills

LANGUAGES AND TOOLS

JavaScript	React
HTML	Node.js
CSS / SASS	Python
Java	Ruby
SQL	PHP
Git	Jira

DESIGN TOOLS

Adobe Creative Cloud
Sketch
Figma
Invision

Awards

People's Choice in Human-Computer Interaction
Queen's Creative Computing Showcase (Apr. 2018)

Volutime. Android app that helps prevent hearing damage by optimizing volume and listening time

Finalist, Top 4
Hack the 6ix (Aug. 2017)

MyndJournal. Web app that displays mental health analytics, utilizing IBM Watson's NLU API

Achievements

Silver Medalist
Canada East Short Track Speed Skating Championships

Guinness World Record
Largest Rubik's Cube Mosaic, CubeWorks Studios

Gameshow Winner
Splatalot, MarbleMedia

Experience

Product Manager
Pedal Patrol
Sept. 2018 – Apr. 2019
Kingston, ON
- Led a cross-functional team, designing and developing an iOS / Android app for the local cycling community
- The app, Pedal Patrol, reunites cyclists with their stolen bikes through crowdsourcing
- Managed the team through the product lifecycle from ideation to delivery
- Worked actively with the client, Frontenac Cycle, through the process to align the product with their vision

Content Strategist
QHacks 2019 (Hackathon at Queen's University)
Apr. 2018 – Mar. 2019
Kingston, ON
- Developed and implemented marketing strategies for the largest event on campus after orientation week
- Led the voice and tone of the brand, writing copy for our website, dashboard, handbooks and ads
- Wrote feature articles and created a podcast profiling Queen's graduates in the tech industry
- Helped attract over 500 participants and major sponsors including Snapchat, Deloitte, and Y-Combinator

Developer & Computer Science Research Associate
Orange Gate Consulting
May 2018 – Dec. 2018
Toronto, ON
- Researched and developed applications for robots in the service industry with a focus on voice interaction
- Created and demonstrated prototypes at local events and to C-suite client executives in financial services and the auto industry
- Designed wireframes, user flows, and scripts based on leading practices in visual and conversational UX
- Wrote documentation for user manuals, research presentations, and technical step-by-step guides

Product Ambassador, Growth
Grabb Mobile (Acquired by Foodora)
Sept. 2016 – Apr. 2017
Kingston, ON
- Promoted a food-ordering application expanding into Kingston, Ontario
- Increased adoption and customer engagement through campus events, student groups, and social media
- Met with restaurant owners to discuss online ordering solutions for their locations

Marketing Commissioner
Computing Students' Association
May 2016 – Apr. 2017
Kingston, ON
- Created promotional material for the School of Computing's events and news
- Designed, sourced, and sold faculty merchandise
- Planned special events including workshops, industry talks, and networking events

Recent Projects

Brand Consulting
Jun. 2020 – Present
- Writing content for a European consumer product marketing agency that features independent distilleries
- Hired by a local blog to create a new logo and help update their web design and copy

Song Analysis
Oct. 2019 – May 2020
- A web app that integrates with Spotify to display additional info about the song you're currently playing
- Tools: React, Spotify API, SCSS

Expense Tracker
Oct. 2019 – Jan. 2020
- A web app that allows users to add, update, and visualize their expenses
- Tools: React, Redux, Firebase

Education

Bachelor of Computing (BCmpH), Software Design
Queen's University, School of Computing
2019
TA, Artificial Intelligence (CISC 325), Winter 2019

Certificate in Business
Queen's University, Smith School of Business
2020

Volunteering

Assistant Coach • Newmarket Jets Short Track Speed Skating Club — *Sept. 2013 – Mar. 2020*

Graphic Designer • Queen's Software Developer's Club — *May 2018 – Apr. 2019*

Honourary Chair • York Region Gutsy Walk — *Nov. 2016 – Jun. 2017*

Marketing Assistant • Toronto Short Track World Cup — *May 2015 – Nov. 2015*