

TAYLOR SIMPSON

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(647) 464-2160

taylorsimpson.ca

SKILLS

Design Thinking, Wire-framing, Prototyping, Copywriting, Agile Development, Roadmapping, Data Analysis, UX Design, Product Lifecycle Management

TOOLS

- HTML & CSS
- JavaScript
- Python
- Java
- React.js
- Node.js
- SQL
- Jira
- Figma
- Sketch
- Adobe XD
- Github

CURRENT SIDE PROJECT

Building a skate rental inventory tracking system & customer portal for a local community skating club

AWARDS

People's Choice in Human-Computer Interaction | Creative Computing Showcase, Queen's University (2018)

Top 4 | Hack the 6ix (2017)

FUN ACHIEVEMENTS

Silver Medalist

Canada East Short Track Speed Skating Championship

Guinness World Record

Largest Rubik's Cube Mosaic

Game Show Winner

Splatalot

EXPERIENCE

Product Manager | *Lexir*

SEPT. 2020 - AUG. 2023 | Paris, France (Remote)

- Led the release of a new distribution and e-commerce platform for craft wine & spirit brands
- Reduced implementation costs by 60% by streamlining our development methods
- Built the go to market strategy and developed key brand messaging
- Expanded the client base by 5x and opened 5 new European markets

Project Manager | *Pedal Patrol*

SEPT. 2018 - APR. 2019 | Kingston, ON

- Led a cross-functional team, designing and developing a working prototype of a mobile app that reunites cyclists with their stolen bikes in Kingston
- Managed the team through the full product lifecycle from ideation to delivery
- Worked actively with the client throughout the project to align the product with their vision
- The prototype was transitioned to a non-profit in Vancouver to continue it's development

Content Lead | *QHacks*

APR. 2018 - MAR. 2019 | Kingston, ON

- Developed and implemented marketing strategies for the biggest university event post orientation week, attracting 1200+ applicants and \$100k+ in sponsorships
- Led external communications of the brand, writing and editing copy for the QHacks website, dashboard, handbooks, emails, and ads
- Created the brand's first content style guide used by a team of 20 (and still used today)

Software Developer | *Orange Gate Consulting*

MAY. 2018 - DEC. 2018 | Toronto, ON

- Researched and developed applications for consumer-facing robots
- Built and demonstrated prototypes with a focus on voice-interaction at local events and to C-suite client executives in the financial services & auto industry in Canada & the US
- Created wireframes, user flows, and scripts based on leading practices in visual and conversational UX

Student Ambassador | *Grabb Mobile*

SEPT. 2016 - APR. 2017 | Kingston, ON

- Promoted a food-ordering application expanding into Kingston, Ontario
- Increased adoption and customer engagement through campus events and social media
- Met with restaurant owners to discuss online ordering solutions for their locations

EDUCATION

Bachelor of Computing, Computer Science (Software Design)

Queen's University (2019)

- **Teaching Assistant** | Artificial Intelligence — CISC 352
- **Marketing Commissioner** | Computing Student Government

Certificate in Business

Smith School of Business at Queen's University (2020)

UX Design | *Brainstation (Nov. 2023 - Present)*