TAYLOR SIMPSON

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Skills

Writing

Content Strategy, Copywriting, Brand Development, Storytelling, Project Communications, Public Speaking

Software Development

Java, Python, C, JavaScript, React, Node.js, Ruby, Flutter, HTML, CSS SQL, PHP, Git, Jira

Design Tools

Adobe CC, Sketch, Figma, InVision

Awards

People's Choice in Human-Computer Interaction

Queen's Creative Computing Showcase (Apr. 2018)

Volutime. App that prevents 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
Jul. 2020 – Present
Lexir
Paris (Remote)
- Working with an European startup, building an online shop for craft wine & spirits
- Managing a global team of developers and designers working remotely across the world
- Collaborating with the marketing & sales teams to develop a strong brand strategy

Product Manager
Sept. 2018 – Apr. 2019
Pedal Patrol
Kingston, ON
- Led a cross-functional team, designing and developing a mobile app that reunites cyclists with their stolen bikes
- Managed the team through the full product lifecycle from ideation to delivery
- Worked actively with the client, Frontenac Cycle, through the process to align the product with their vision
- Pedal Patrol is now in the process of being aquired by a Vancouver-based organization

Content Strategist
Apr. 2018 – Mar. 2019
QHacks 2019 (Hackathon at Queen's University)
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 and editing content for our website, dashboard, handbooks and ads
- Wrote feature articles on Medium and created a podcast profiling Queen's graduates in the tech industry
- Helped attract over 500 participants and over $100k from major sponsors including Snapchat, Deloitte, and Y-Combinator

Developer & Computer Science Research Associate
May 2018 – Dec. 2018
Orange Gate Consulting
Toronto, ON
- Researched and developed applications for consumer robots 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
Sept. 2016 – Apr. 2017
Grabb Mobile (Acquired by Foodora)
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

Recent Projects

Brand Consulting
Jun. 2020 – Jul. 2020
- Hired by a local blog to help rebrand their website and create marketing material to attract new readers
- Helped double their weekly newsletter signup rate

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

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

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**

Marketing Commissoner • Computing Students' Association — **May 2016 – Apr. 2017**

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