

TAYLOR SIMPSON

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SKILLS

Product Management, Data Analysis, Agile Development, Road Mapping, Wireframing, Prototyping, UX Design, Copywriting, Product Lifecycle Management

TOOLS

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

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 B2B distribution and e-commerce platform for craft wine & spirit brands
- Built the go-to-market strategy, product roadmap, and developed key brand messaging
- Conducted user research, A/B tested, and translated requirements for a design and dev team of 6
- Grew the client base by 8x and scaled the platform to 5 new European markets
- Reduced implementation costs by 60% by streamlining development methods

Product Manager | *Pedal Patrol*

SEPT. 2018 - APR. 2019 | Kingston, ON

- Led a cross-functional team, designing and developing a working prototype for a mobile app that reunites cyclists with their stolen bikes through crowdsourcing. Built with React Native
- Managed the team and client through the full product lifecycle from ideation to delivery
- The prototype was transitioned to a non-profit in Vancouver to continue its 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

- Spearheaded a new company department researching and developing new applications for consumer robots (Sanbots). User researched and created wire-frames, user flows, and scripts
- Built functional prototypes with Java, XML, JavaScript, Node.js, using agile methodologies
- As a result, Orange Gate shifted their focus to robot applications; used in the financial services and auto industries

Student Ambassador, Growth | *Grabb Mobile*

SEPT. 2016 - APR. 2017 | Kingston, ON

- Promoted a new food-ordering application expanding into a new market
- 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 Certificate | *BrainStation (2024)*