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 CC	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

Content Strategist (Contract)   Jul. 2020 - Present
Lexir   Paris (Remote)
- Working with a European alcohol distibutor planning to launch their e-commerce platform in Fall 2020
- Writing copy for their website, brand pages, product pages and promotional material
- Collaborating with the design and digital marketing team 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 content 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   May 2018 – Dec. 2018
Orange Gate Consulting   Toronto, ON
- Researched and developed applications for consumer robots with a focus on our chatbot platform
- 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 create a new logo and help them update their web design and copy
- Helped doubled 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