

Taylor Simpson

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SUMMARY

Product and marketing specialist with 4+ years of experience in the areas of digital product management, e-commerce, marketing, and software development. Customer-focused and detail-oriented, I have a passion for delivering engaging digital experiences.

PROFESSIONAL EXPERIENCE

UX Writer (Contract)

Aug. 2024 – Present

Social Good Fund

Remote

The Social Good Fund is developing a decentralized social marketplace to connect volunteers with global causes and local initiatives. It allows users to connect directly, or discuss, fund, and vote on community projects collectively.

- Developing clear, user-focused microcopy for in-app experiences and marketing materials
- Collaborating with the design team to create, user flows, wireframes, and prototypes
- Regression testing user interfaces and identifying bugs to ensure content consistency and functionality

Product Manager

Sept. 2020 – Aug. 2023

Lexir

Remote

Lexir is a B2B distribution and e-commerce SaaS platform for craft wine and spirit brands. It enables brands from around the world to enter the European market in a simplified way, providing tools and support for importation, warehousing, e-commerce integrations, last-mile delivery, analytics, and local sales partner connections.

- Led the development and release of Lexir's brand dashboard and e-commerce platform
- 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 5
- Regularly met with client brands and used data-driven insights to improve Lexir's offerings
- Created and managed marketing campaigns across various channels including email, social media, ads, blogs, events, SEO, influencer marketing, and community outreach
- Grew the client base by 8x and scaled the platform from 1 market to 6 markets in Europe
- Reduced implementation costs by 60% by streamlining development methods

Product Manager

Sept. 2018 – Apr. 2019

Pedal Patrol

Kingston, Ontario

- 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 for iOS and Android.
- 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 Strategist

Apr. 2018 – Mar. 2019

QHacks

Kingston, Ontario

- 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 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	May 2018 – Dec. 2018
Orange Gate Consulting	Toronto, Ontario
<ul style="list-style-type: none"> Spearheaded a new company department researching and developing new applications for consumer robots. As a result, Orange Gate shifted its business focus to robot applications which are used in the financial services and automotive industries Created wireframes, user flows, and scripts based on leading practices in visual and conversational UX Built functional prototypes with Java, Kotlin, XML, JavaScript, and Node.js, using agile methodologies Presented prototypes to C-Suite client executives in Canada and the USA 	
Student Ambassador, Growth	Sept 2016 – Apr. 2017
Grabb Mobile	Kingston, Ontario
<ul style="list-style-type: none"> 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 & PROFESSIONAL DEVELOPMENT

Queen's University	2015 – 2019
Bachelor of Computing, Computer Science, Specialization in Software Design	Kingston, ON
<ul style="list-style-type: none"> Teaching Assistant: Artificial Intelligence (CISC 352) Marketing Commissioner: Computing Students' Association 	
Smith School of Business at Queen's University	2016 – 2020
Certificate in Business	Kingston, ON
BrainStation Toronto	2023 – 2024
UX Design Certificate	Toronto, ON

SKILLS

- Technical Skills: Python, HTML/CSS, JavaScript, Java, React.js, Node.js, Git, SQL, Jira, Confluence, Figma, Adobe Illustrator, Adobe XD, Microsoft Suite
- Other Skills: Data Analysis, Go-to-Market Strategy, Prototyping, Wireframing, Agile Development, Product Roadmapping, UX Design, Product Lifecycle Management, Digital Marketing, Marketing Analytics, Marketing Strategy, Market Planning, Marketing Campaigns, Copywriting

ADDITIONAL INFO

- Current Side Project: Building a skate rental inventory tracking system and customer portal for a local community skating club
- Awards:
 - People's Choice in Human-Computer Interaction – Queen's Creative Computing Showcase (2018)
 - Top 4 Hack – Hack the Six (2017)
- Fun Achievements:
 - Game Show Winner – Splatalot
 - Silver Medalist – Canada East Short Track Speed Skating Championship
 - Guinness World Record – Largest Rubik's Cube Mosaic