

Taylor Simpson

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SUMMARY

Software Design grad with 4+ years of experience in product management, marketing, and software development roles. Customer-focused and detail-oriented with a technical background and a passion for delivering engaging digital experiences.

WORK EXPERIENCE

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| Product Manager
Lexir | Sept. 2020 – Aug. 2023
Paris, France (Remote) |
| <ul style="list-style-type: none">• Led the release of a new B2B distribution and e-commerce platform for craft wine and 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 5• Regularly met with client brands and used their insights to improve Lexir's offerings• Created and managed marketing campaigns across multiple 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
Pedal Patrol | Sept. 2018 – Apr. 2019
Kingston, Ontario |
| <ul style="list-style-type: none">• 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 it's development | |
| Content Strategist
QHacks | Apr. 2018 – Mar. 2019
Kingston, Ontario |
| <ul style="list-style-type: none">• 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
Orange Gate Consulting | May 2018 – Dec. 2018
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 this business focus to robot applications; used in the financial services and auto 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
Grabb Mobile | Sept 2016 – Apr. 2017
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 Bachelor of Computing, Computer Science, Specialization in Software Design <ul style="list-style-type: none">• Teaching Assistant: Artificial Intelligence (CISC 352)• Marketing Commissioner: Computing Students' Association	2015 – 2019 Kingston, ON
Smith School of Business at Queen's University Certificate in Business	2016 – 2020 Kingston, ON
BrainStation Toronto UX Design Certificate	2023 – 2024 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, Wireframing, Prototyping, Agile Development, Roadmapping, UX Design, Product Lifecycle Management, Marketing Communications, Copywriting, Public Speaking

ADDITIONAL INFO

- Awards: People's Choice in Human-Computer Interaction - Queen's Creative Computing Showcase (2018); Top 4 Hack - Hack the 6ix (2017)
- Current Side Project: Building a skate rental inventory tracking system and customer portal for a local community skating club
- Fun Achievements: Game Show Winner - Splatalot, Silver Medalist - Canada East Short Track Speed Skating Championship, Guinness World Record - Largest Rubik's Cube Mosaic