

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)

Voltime. 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

Content Strategist

Lexir

Jul. 2020 – Present

Paris (Remote)

- Working with a European alcohol startup launching an e-commerce platform for craft spirits
- Writing content for client product and brand pages along with Lexir's website and promotional materials
- Partnering with the design and marketing teams to develop a strong brand strategy

Product Manager

Pedal Patrol

Sept. 2018 – Apr. 2019

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 acquired by a Vancouver-based organization

Content Strategist

QHacks 2019 (Hackathon at Queen's University)

Apr. 2018 – Mar. 2019

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

Orange Gate Consulting

May 2018 – Dec. 2018

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

Grabb Mobile (Acquired by Foodora)

Sept. 2016 – Apr. 2017

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

Queen's University, School of Computing

2019

TA, Artificial Intelligence (CISC 325), Winter 2019

Certificate in Business

Queen's University, Smith School of Business

2020

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 Commissioner • Computing Students' Association

May 2016 – Apr. 2017

Marketing Assistant • Toronto Short Track World Cup

May 2015 – Nov. 2015