# TAYLOR SIMPSON

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## **SKILLS**

Design Thinking, Wire-framing, Prototyping, Copywriting, Agile Development, Roadmapping, Data Analysis, UX Design, Product Lifecycle Management

#### **TOOLS**

- HTML & CSS
- Figma
- JavaScript
- Sketch
- Python
- Adobe XD
- Java
- Github
- React.jsNode.js
- SQLJira

## **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

#### **Guiness 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 distribution and e-commerce platform for craft wine & spirit brands
- · Reduced implementation costs by 60% by streamlining our development methods
- Built the go to market strategy and developed key brand messaging
- · Expanded the client base by 5x and opened 5 new European markets

## Project Manager | Pedal Patrol

SEPT. 2018 - APR. 2019 | Kingston, ON

- Led a cross-functional team, designing and developing a working prototype of a mobile app that reunites cyclists with their stolen bikes in Kingston
- · Managed the team through the full product lifecycle from ideation to delivery
- · Worked actively with the client throughout the project to align the product with their vision
- The prototype was transitioned to a non-profit in Vancouver to continue it's 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

- · Researched and developed applications for consumer-facing robots
- Built and demonstrated prototypes with a focus on voice-interaction at local events and to C-suite client executives in the financial services & auto industry
- Created wireframes, user flows, and scripts based on leading practices in visual and conversational UX

## Student Ambassador | Grabb Mobile

SEPT. 2016 - APR. 2017 | Kingston, ON

- Promoted a food-ordering application expanding into Kingston, Ontario
- · 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)