

# Taylor Simpson

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## SUMMARY

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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.

## PROFESSIONAL EXPERIENCE

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### PRODUCT MANAGER

Lexir

Sept. 2020 – Aug. 2023

Paris, France (Remote)

- 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

- 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 its development

### CONTENT STRATEGIST

QHacks

Apr. 2018 – Mar. 2019

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

Orange Gate Consulting

May 2018 – Dec. 2018

Toronto, Ontario

- 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

- 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

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### QUEEN'S UNIVERSITY

**2015 – 2019**

#### Bachelor of Computing, Computer Science, Specialization in Software Design

Kingston, ON

- 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

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- 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

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- 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