

# Amy Taylor

User Experience Designer  
Seattle, WA

## Summary

I'm a designer with 5+ years of experience and a passion for people-first design. I thrive in collaborative, innovative environments. I enjoy facilitating multi-faceted communication and design strategy.

## Education

### Interaction Design Specialization

University of California San Diego  
January 2023 - Present

### Bachelor's of Industrial Design

Magna Cum Laude  
Iowa State University  
August 2016 - May 2020

### Study Abroad, Italian Product Design

Accademia Italiana, Florence, Italy  
May 2018 - August 2018

## Skills

### Software

Figma  
Sketch App  
InVision  
Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Miro/ Mural  
Azure DevOps/ Jira  
Microsoft Suite

### Design Processes

Workshop Framework Design  
Workshop Facilitation  
Project Timeline Development  
Paper Prototyping  
Wire-framing  
High-Fidelity Prototyping  
Usability Testing  
Development Hand-Off  
Information Architecture  
Design System Development  
Style Guide Development

## Experience

### UX Design Lead

**Wellmark Blue Cross Blue Shield**, November 2020 - present

- Led a team of four by building a design timeline, research timeline, and strategic project direction. This resulted in the rapid production of a prototype that received rave reviews upon presentation to the leadership team. The launch of this product produced an 11% increase in user comprehension and an 8% increase in user satisfaction.
- Produced strategic designs to optimize multiple pillars of the member portal, as well as CRM software. These various projects produced a 7-15% increase in user satisfaction when evaluated after launch.
- Built and facilitated workshops on ideation, goal alignment, design direction, retrospection, and more. This produced positive changes, as well as clarity in project direction and team structure.
- Collaborated closely with and gathered information from a wide variety of stakeholders, including project managers, business strategy analyst, researchers, developers, marketing team members, and many more.

### UX Designer, Staff Mentor

**Hideouts**, October 2020 - February 2021

- Developed and presented a design/ research plan that established future practices for the company.
- Mentored UX students to structure changes in their design thinking.

### Industrial Designer

**Golden Earth Collective**, October 2020 - January 2021

- Performed market research and competitive analysis; This resulted in a fully designed line of home goods products ready for production.

### Industrial Design Intern

**Kreg Tools**, Summer 2019

- Evolved Kreg's product line within a cross-functional team through collaborative ideation, ergonomic design, graphics, and 3D rendering.
- Assisted in performing user testing and formulated strategic design changes resulting in three

### Props Artisan, Props Department Lead

**Iowa State University Theater**, Spring 2017 - Spring 2020.

- Developed, presented, and led design plans for every on-stage piece.
- Cultivated open collaboration/delegation with 7+ unique departments.
- Provided prototypes and final builds through CAD modeling, sculpting, mold making, casting, woodworking, and laser cutting.