Taylor Hayward, UX Designer

www.taylorhayward.com
taylor@taylorhayward.com
(617) 697-2201
linkedin.com/in/taylorhayward

Veracode, Principal UX Designer
October.2014 - Present | Burlington, MA
Spearheaded the UX design of new products that resulted in phenominal sales growth. Created hundreds of wireframes, and converted many into HTML/CSS. Leveraged user research expertise to uncover insights that improved product functionality and drove revenue growth. Managed a "UX Guild" responsible for improving UX skills throughout the organization. Managed a small team of remote UI developers to insure UI implementation quality.

MineralTree Inc., Contract UX Designer
June.2013 - October.2014 | Cambridge, MA
Ran user research and requirements gathering interviews with target users and staff. Produced wireframes and concept designs. Designed the look, feel, and layouts of the flagship host of commercial products. Ran design discussions and directed developers on how best to implement the UI designs.

Cengage Learning, Contract UX Designer
March.2012 - June.2013 | Boston, MA
Designed and created stylized application images and icons using Adobe products. Designed mobile interfaces and converted those designs into working web-based prototypes. Advised the direction of the product offering and the stylistic changes in the application. Worked on CSS and JavaScript fixes for UI components in a complex consumer-based learning application.

Hayward UX, Contract UX Designer
1995 - 2012 | Boston, MA
- Designed highly successful hard disk array management system for EMC.
- Created web application interface designs directly responsible for Charles River Analytics receiving $2M+ in government defense contracts.
- Oversaw requirements gathering for 45-page web application on behalf of Virgin Pulse.
- Constructed 20 unique cell phone applications for France Telecom a company with 256M users worldwide.
- Headed design teams for Novel's multiple Linux UI projects, including the Gnome desktop interface.

Patent Pending
Code Difference Flaw Scanner
DKT#: 104.US20180254US1

Education
Harvard Extension School
2001
Software UI Design Course
Strategic Management Course

Museum of Fine Arts School
2000
Graphic Design Course

Public Speaking
Usability Professionals Assoc.
2018
Managing a UX Guild
2007
Low cost digital card sorting

BARCAMP
2014
One-on-One Interview Strategies

Skills
Low and high fidelity design
Wireframing
User research
Usability testing
Strategic analysis
HTML/CSS
Adobe Creative Suite
Sketch