

## Taylor Hayward, UX Designer

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### Veracode, **Principal UX Designer**

October.2014 - Present | Burlington, MA

Spearheaded the UX design of new products that resulted in phenomenal 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