

## **Taylor Hayward, UX Designer**

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### **Validity, Principal UX Designer**

2018 - 2020 | Boston, MA

Created the designs for the flagship product under intense time pressure with exceptional results. Managed half a dozen projects simultaneously while never missing a deadline. Produced over a hundred wireframes using: Sketch, Adobe Illustrator, Adobe Photoshop, and Zeplin. Created visual designs and design standards for the whole UX organization. Ran one-on-one user interviews that management termed, "Incredible" in their execution and results.

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

2014 - 2018 | 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.

### **MineralTree Inc., Contract UX Designer**

2013 - 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.

### **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.

### **Professional Competencies**

Wireframing  
User research  
Usability testing  
Strategic analysis  
Visual design  
HTML/CSS  
Adobe Creative Suite  
Sketch

### **Patent in Process**

**Code Difference Flaw Scanner**  
DKT#: 104.US20180254US1

### **Invited Speaker**

**Usability Professionals Assoc.**  
Managing a UX Guild  
Low cost digital card sorting

### **BarCamp**

One-on-One Research Strategies

### **Interpersonal Skills**

Strong collaborator  
Innovative problem solver  
Flexible team member  
Critical thinker  
Values feedback

### **Education**

**Harvard Extension School**  
Software UI Design Course  
Strategic Management Course

### **Museum of Fine Arts School**

Graphic Design Course

### **Bentley University**

Mobile Design Course