

Taylor Hayward, UX & Product Designer

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Cambridge, MA, USA

Vista Higher Learning, Lead UX Designer

2021 - current | Boston, MA

Architect of both the dashboard style and interface for an industry-leading language learning system targeted at 8th grade through higher education students. The system offers language courses for hundreds of thousands of students worldwide. I lead the research, interaction and visual design and usability testing for the project. The responsive UI is available on both mobile and desktop, having completed many other UI projects that received widespread acclaim internally.

Aquent, Senior UX Designer

2020 - 2021 | Boston, MA

As the lead UX designer on four separate teams I completed research, user flows, and wireframes for dozens of projects. Also created and ran a comprehensive research program with dozens of participants to create a 360-degree view of the users within the organization. Leveraged the results for several new UX initiatives and was awarded 'Employee of the Month' in this 1200-person company.

Validity, Principal UX Designer

2018 - 2020 | Boston, MA

Created the designs for a new flagship product under intense time pressure, while simultaneously managing half a dozen other projects without missing a deadline. Produced over a hundred wireframes using: Sketch, Adobe Illustrator, Adobe Photoshop, and Zeplin. The results were extremely well received by the entire organization, especially the head of the company.

Veracode, Principal UX Designer

2014 - 2018 | Burlington, MA

Lead the UX design effort for Veracode's integrations projects. My designs lead to the fastest sales increase of any product line in the company to date.

Hayward UX, Contract UX Designer

1995 - 2014 | Boston, MA

Designed a 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.
- 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

Interaction Design
User Research
Strategic Analysis
Visual Design
Mobile Design
Figma
Sketch
Adobe CS
HTML/CSS

Patent Submission

Code Difference Flaw Scanner

DKT#: 104.US20180254US1

Invited Speaker

Usability Professionals Assoc.

Managing a UX Guild
Low cost digital card sorting

MIT InterCamp

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