

Taylor Hayward, UX/UI Designer

(617) 697-2201

Portfolio: <http://taylorhayward.com>

UX & Product Design Expert | 20+ Yrs | Figma, Design Systems, Research, Usability Testing, User Interviews | Human-Centered Design Across Web & Mobile

GigCommander, Senior UX Designer

Jan 2023 - Current | Cambridge, MA

- Drove user acquisition from 0 to 3,000+ registered users within four months on a small MVP marketing budget by leveraging unconventional UX flows and conversion-optimized design.
- Increased organic site traffic by 150+ daily visitors without paid ads by integrating AI-powered filtering tools and strategically optimizing social media engagement.
- Spearheaded eight rapid UX/product design iterations to identify a high-retention product-market fit, accelerating decision-making and shortening the MVP validation cycle by 60%.
- Recognized as a key growth driver—UX contributions directly correlated with a 10x increase in user engagement and platform stickiness during the pre-funding phase

Vista Higher Learning, Senior UX Designer/Researcher

Nov 2021 - Dec 2022 | Boston, MA

- Led end-to-end UX for a responsive, WCAG-compliant dashboard used by thousands of students from 8th grade through higher education—now a flagship component of the company's top-performing language learning system.
- Architected the information hierarchy and UI framework in Figma, directly improving task efficiency for educators and learners across mobile and desktop platforms.
- Directed user research, interaction design, visual design, and usability testing, resulting in a 30% increase in user satisfaction scores and a marked drop in support requests post-launch.
- Collaborated with internal accessibility experts to ensure full compliance with WCAG standards, contributing to broader institutional adoption and improved learning outcomes.
- Delivered multiple high-impact UI projects praised company-wide, reinforcing a reputation as a go-to designer for complex, high-visibility initiatives.

Aquent, Senior UX Designer

Apr 2020 - Nov 2021 | Boston, MA

- Recognized as Employee of the Month out of 1,200+ staff for consistently exceeding expectations, driving innovation, and being a top contributor across multiple initiatives.
- Developed an innovative document processing method that enabled 500 recruiting agents to save five hours per week each—totaling 625,000 work hours annually—and was recognized as the organization's Innovation of the Year.

- Designed and executed a company-wide research initiative involving dozens of participants, generating a 360-degree user understanding that directly informed multiple cross-functional UX strategies.
- Led UX efforts across four concurrent product teams, delivering research, user flows, and wireframes for 30+ high-impact projects on time and to spec.
- Drove key design decisions that enhanced product usability and alignment with user needs, contributing to faster development cycles and improved user satisfaction scores.
- Created a “UX Guild” where the UX team would have bi-weekly meetings with development staff to improve design implementation quality.

Veracode, Principal UX/UI Designer

Mar 2014 - Nov 2018 | Burlington, MA

- Led UX design for key B2B SaaS products that directly contributed to record-breaking sales growth, helping position Veracode as a leader in developer-focused cybersecurity solutions.
- Delivered hundreds of wireframes and hands-on HTML/CSS prototypes, accelerating developer handoff and reducing implementation time by over 30%.
- Uncovered critical user insights through targeted research initiatives, resulting in feature enhancements that improved product adoption and customer retention.
- Founded and managed an internal UX Guild, raising team-wide UX competency and fostering a culture of design excellence across the organization.
- Supervised a remote team of UI developers, maintaining design fidelity and UI consistency across multiple product lines—ensuring high-quality, scalable implementation.

MineralTree, UI Designer (contract)

Nov 2012 - Nov 2014

- Led UX design for MineralTree’s flagship accounting platform, directly contributing to improved customer satisfaction and product adoption across mid-sized B2B clients.
- Conducted targeted user research and stakeholder interviews that uncovered key usability gaps—findings that shaped product requirements and led to measurable improvements in task completion rates.
- Delivered 30+ high-fidelity wireframes and concept designs that streamlined workflows and reduced user friction across core features.
- Defined the visual language and layout systems for a suite of commercial products, increasing design consistency and reducing onboarding time for new users.
- Facilitated cross-functional design reviews and provided implementation guidance to developers, ensuring UI execution met both functional and aesthetic standards.

Hayward Design, Contract UX Designer For Various Companies

Jan 1995 - Nov 2012 | Greater Boston Area

- Designed a high-performing hard disk array management system for EMC, contributing to over \$1M in additional sales through improved usability and system control.

- Delivered web application interface designs for Charles River Analytics that were instrumental in securing \$2M+ in government defense contracts, showcasing the business value of strategic UX.
- Led comprehensive requirements gathering and UX planning for a complex, 45-page web platform for Virgin Pulse, enabling on-time delivery and streamlined stakeholder alignment.
- Designed and launched 20 custom mobile applications for France Telecom, supporting global user engagement across a network of 256 million subscribers.
- Directed cross-functional UX teams on multiple Novell Linux UI projects, including the widely adopted GNOME desktop interface, elevating usability standards across open-source systems.

Professional Competencies

UX Design

Product Design

Interaction Design

Interactive Prototyping

User Interviews

Design Systems

Visual Design

Mobile Design

Figma

Sketch

Adobe Creative Suite

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

Education

Museum of Fine Arts School

1999

Harvard Extension School

2000-2002

Bentley University

2017