

KRISTIN TAYLOR

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Senior UX Designer

Combining 15+ years of experience in fine arts, UX Design, and UX Research to create consumer facing digital experiences that enhance the customer experience and facilitate business success.

Recognized for expertise in all aspects of UX design including research, IA, visual, and prototyping. Execute impactful research and provide data-driven insights to influence product development and create a smarter, more informed and empathetic culture. Passion for building mobile and web apps that exceed user expectations.

SKILLS & EXPERTISE:

- ◆ UX Design
- ◆ Digital Content
- ◆ User Research
- ◆ Digital Experience
- ◆ Service Design Methods
- ◆ Branding Guidelines
- ◆ Journey Maps
- ◆ Prototypes
- ◆ Data Analysis
- ◆ Mixed Research
- ◆ Paper Prototyping
- ◆ InVision / Illustrator
- ◆ Product Development
- ◆ Websites & Apps
- ◆ Data Collection
- ◆ Miro / Sketch / Balsamiq

SUCCESS SPOTLIGHT:

- Designed 20+ digital tools and services that enhanced customer-facing digital experiences.
- Digitized 30+ PDF forms providing access to services for thousands of residents.
- Increased city service design capacity 300% by leading workshops on journey mapping, service blueprinting, and divergent/convergent mindsets.
- Created 12 design projects that challenged students' creativity in developing design framework.
- Expanded Iris automated visual QA to handle 2,000 backlogged tasks within three months of launch.

PROFESSIONAL EXPERIENCE

User Experience & Service Design Lead

March 2019–Present

CITY OF AUSTIN - SERVICE DESIGN LAB, Austin, TX

Direct UX service design strategies and research for City of Austin. Manage talent acquisition, set performance goals, and monitor performance development. Source, evaluate, and determine project approvals. Gather human-centered information/feedback and facilitate cross-functional collaboration to optimize services, programs, and initiatives. Develop well-crafted research plans with clear research objectives.

- ◆ Align program design to client needs and incorporate next generation systems and branding guidelines.
- ◆ Manage service design research, create individualized designs, and deliver high-impact project training.
- ◆ Review, track, and lead scope for several high-profile projects.
- ◆ Facilitate workshops and deliver city-wide trainings to drive service capacity.
- ◆ Manage stakeholder relationships including c-suite.

UX Designer

November 2018–March 2019

MOZILLA, Mountain View, CA

Oversaw full scale projects in UX and UI Design for Iris (quality assurance testing tool). Accelerated research and managed design implementation for products. Delivered Mozilla All Hands presentations in open critique and Code to drive brand impact and awareness.

- ◆ Documented design mock-up to increase development process for Eastern European time zone.
- ◆ Planned and implemented strategic qualitative and quantitative data collection techniques using variable approaches to conduct user and stakeholder research projects.
- ◆ Participated in strategic conversations and used insights to guide team decision-making.
- ◆ Aligned designs to policies, infrastructure, technology, outcome metrics, and system constraints.

MakerSpace Coordinator & Workshop Facilitator**AUSTIN INDEPENDENT SCHOOL DISTRICT, Austin, TX**

Encouraged creative problem-solving and “design thinking” for 500 students. Researched and created project design layouts. Collaborated with cross-functional teams to target needs and learning/workshop objectives. Organized and instituted usability research screen and discussion guides.

- ♦ Incorporated and facilitated multi-media presentations and workshops for new technology to expand knowledge base and maintain competitive market strategies.
- ♦ Tripled grant funding by structuring quality design challenges that brought value to students.
- ♦ Monitored grant funding to ensure accurate review, updates, and documentation.

Freelance Web Designer / Studio Artist

January 2004–December 2016

As Freelance Web Designer, designed ecommerce websites for eight small businesses. Gathered information and evaluated clients’ needs to determine design strategies and delivered best fit design outcomes utilizing WordPress. As Studio Artist, ran a successful art studio with expertise in painting.

- ♦ Researched and recorded insights from 18+ websites through heuristic analysis to identify optimal interaction and usability of websites.
- ♦ Created journey maps, service blueprints, and artifacts to communicate current and ideal state of service.
- ♦ Engaged competitive analysis strategies and map out leverage points.
- ♦ Facilitated co-design sessions with users and stakeholders.
- ♦ Tracked outcome metrics in compliance to stakeholders needs.

EDUCATION & CERTIFICATIONS**Bachelor of Fine Arts, Studio Art/Painting & Drawing | BRIGHAM YOUNG UNIVERSITY | Provo, UT****UX Certificate, NIELSEN NORMAN GROUP****Human Centered Service Design Certificate, IDEO****User Experience Design/Level 2 Certificate, AUSTIN COMMUNITY COLLEGE****AWARDS & PRESENTATIONS****Awards:**

Outreach Diversity Award, OUTREACHY, 2018

Chashama Artist in Residence Award, CHASHAMA NYC, 2008

Presentations:

“Design & Open Source: It’s Alright.” AIGA Grow, 2019

“Contributing to Open Source to Solve UX Problems.” AIGA, Austin, TX, 2019

“Improving City Services Through Service Design.” Austin Design Week, 2019

“Using Service Design to Enable Change in Large Systems.” University of Texas Austin, Austin, TX