

KRISTIN TAYLOR

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A Civic Designer with 15+ years of experience in fine arts, UX Design, Research & Service Design.

With expertise scaling design in government; collaborating with operations, developers, program and product manager and end users. Recognized for execute impactful research that provides data-driven insights to influence service, organizational and product development. and create a smarter, more informed and empathetic culture. With a passion for mentoring, growing teams and communicating the design processes and their value.

SKILLS & EXPERTISE:

- ♦ Stakeholder management
- ♦ Equitable hiring
- ♦ People management
- ♦ Research Operations
- ♦ Service Design
- ♦ Mixed Methods Research
- ♦ UX/Product Design
- ♦ Experience Mapping
- ♦ Facilitation
- ♦ Data Analysis
- ♦ Rapid Prototyping
- ♦ Equitable Research

SUCCESS SPOTLIGHT:

- Digitized 30+ PDF forms providing access to services for thousands of residents.
- Increased city service design capacity 300% by leading trainings on research, journey & process mapping.
- Created 12 design projects that challenged students' creativity in developing design framework.
- Designed an automated visual QA tool to handle 2,000 backlogged tasks within three months of launch.

PROFESSIONAL EXPERIENCE

Senior Product Designer

November 2020-current

MBTA, Boston, MA

Led the research & design of multiple workstreams and products to support both the organizational and rider needs when Realtime data is unreliable or unavailable. Ground the problems in rider need and work towards data driven decision making.

- ♦ Facilitated workshops with various internal teams to understand holistic processes and to identify challenges that cross organizational boundaries.
- ♦ Led research and service design initiatives that span various rider touchpoints and products.
- ♦ Mocked-up digital screens as proof of concept and for, evaluation and development handover.
- ♦ Planned and executed and documented finding from foundational research as a means to identify existing problems and prioritize witch problems to solve.
- ♦ Collaborate with the boarder team to establish best practices in research operations including recruitment, compensation, privacy and security.

Lead Service Designer - contract

April 2020–November 2020

USAA, Austin, TX

Led multiple workstreams that provided strategic service design and research support across various lines of business and initiatives.

- ♦ Designed and facilitated multi-disciplinary workshops and co-creative prototyping sessions, making ambiguous concepts tangible and actionable.

- ◆ Developed and documented service design methods to support USAA designers and guide conversations with internal business partners.
- ◆ Scoped and led research to understand target user needs and define system requirements for multiple cross functional workstreams.

Service Design Team Lead

March 2019–April 2020

CITY OF AUSTIN, Austin, TX

Led the research and service design team for the City of Austin. Manage talent acquisition, set team performance goals, and monitor outcomes. 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.

- ◆ Build the Service Design team to support both city resident organizational needs.
- ◆ Direct program strategy, hiring, project intake and people management.
- ◆ Review, track, and lead scope for several high-profile projects.
- ◆ Facilitate workshops and deliver city-wide trainings and hold office hours to scale service design capacity across the organization.
- ◆ Manage stakeholder relationships—from C-suite to service delivery management teams.
- ◆ Procure digital tools to be used between cross-functional
- ◆ Establish and document equitable principles and practices for resident facing research.

Product Designer - contract

October 2018–March 2019

MOZILLA, Mountain View, CA

Solo product designer for Iris (an open source quality assurance testing tool). Led the end to end design--from scoping to product delivery. Presented at Mozilla All-Hands, shared progress at company wide open critique sessions and at open source product demos.

- ◆ Scoped design work based on desired outcomes, available resources and timeline.
- ◆ Participated in strategic conversations and used insights to guide team decision-making.
- ◆ Planned and implemented strategic qualitative and quantitative data collection techniques to conduct user and stakeholder research.
- ◆ Aligned designs to policies, infrastructure and system constraints.
- ◆ Documented design mock-up to increase development process for Eastern European time zone.

MakerSpace Director & Facilitator

August 2013–December 2018

AUSTIN INDEPENDENT SCHOOL DISTRICT, Austin, TX

Built a program that encouraged creative problem-solving and "design thinking" for over 500 students. Researched methodologies and technologies to develop projects. Collaborated with cross-functional teams to target needs and learning/workshop objectives.

- ◆ Designed, led and scaled working sessions for grades 2-8 to engage students in hands-on learning, collaborative work, data driven problem solving and clear articulation of the solution and reasoning.
- ◆ Tripled grant funding by structuring quality design challenges that brought value to students.
- ◆ Tracked and documented outcomes for stakeholder evaluation.
- ◆ Monitored grant funding to ensure accurate review, updates, and documentation.

Freelance Designer / Studio Artist

January 2004–December 2018

As a Freelance UX & Service Designer, designed ecommerce websites and service delivery plans for eight small businesses. Gathered information and evaluated clients' needs to determine design & service delivery strategies. As Studio Artist, ran a successful art studio.

- ◆ Documented competitive analysis to map out leverage points.
- ◆ Researched and recorded insights of web design & service through heuristic analysis, end user & employee research to identify strategic changes to service design and delivery.

- ♦ Created journey maps, service blueprints, and artifacts to communicate current and ideal state of service.
- ♦ Used research data to improve website experience, business billing structures, service delivery plans and procure 3rd party digital tools.
- ♦ Tracked outcome metrics based on stakeholders needs.
- ♦ Also painted many pictures.

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

Founding Design Contributor, MOZILLA ALL HANDS 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

"Service Design to Enable Change in Large Systems." University of Texas Austin, Austin, TX, 2020