# Adam Taylor

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## Executive Summary

Professional Designer with 15 years of Industry experience emphasizing User Interface & User Experience, gamification, conceptual design, design systems, and interactive models.

QUALIFICATIONS

- **Design –** Experience designing variable components, design systems, and visual treatments that adapt and flow with Responsive Design systems through expert understanding of user centric design, building visual architecture, producing systems & style guides for creating interactive, user-centric products, with consistency across all channels to the highest quality of visual standards.
- **Leadership –** Collaborated with business leaders to translate goals into unique and product experience, managed teams, timelines, and projects while working across several departments, keeping up with new creative technologies, analyzing new trends and data, presenting and effectively communicating how a creative vision will help achieve goals.
- **Software –** Advanced knowledge of Figma, Adobe CC Suite, Confluence/Jira, Microsoft & 360 apps.
- **Communication –** Experienced technical writer and verbal communicator.

## Career

### Senior UX Designer

**Walgreens (WBA), UX Product Consultant, 2022 – January 2023**

Responsible for creating UX deliverables, performing detailed analysis of business and user needs, ensuring designs are according to established enterprise level Design System, presenting and defending concepts, collaborating with product managers, product owners, and other teams, following WOW and UX processes, striving for innovative solutions, partnering with design authority and research team, and mentoring and guiding less experienced designers.

### UX Designer

**LVT, Orem, Utah November 2020 – October 2022**

Responsible for leading a smooth implementation of new product and feature designs. Work with designers internally and externally to create and refine designs, presenting them in a viable state to the Developers and Engineers. Manage icons, images, and other assets that are part of the design. Coordinate and conduct user testing and gathering user data on the effectiveness of the UI and design ways to improve the user experience.

# Contract UX Designer

**Apr 2014 – Nov 2020**

Primarily focus on creating modern & unique user experiences on emerging and longstanding platforms in the digital space. Through conceptual design, visual design, modern UI/UX, and interaction models/mockups, I act as an internal partner working collaboratively with my clients, engaging in rapid design challenges on every project, and delivering high-value design within the scope to achieve success. Curated list of clients below:

# Senior UX Designer (Completed Contract)

**State of Tennessee, Website and App, Jan 2017 - Aug 2017**

- **Multi-Department UI/UX Design–** Crafted user stories, flow diagrams, clean and annotated wireframes, and interactive prototypes for web, desktop, and/or mobile interfaces that effectively communicated the design to executive stakeholders and developers across multiple State Departments.
- **Site Mockups & Use Cases–** Translated abstract concepts and complex visions into scenarios, use cases, and high-level requirements that lead to elegant user interfaces and experiences, all of which were green-lit during tenure.
- **State-Based Web Innovation–** Stayed informed and on top of the ever-changing industry trends, advancements in the field of user experience, and initiatives within the state of Tennessee.

# Senior UX Designer (Completed Contract)

**Soulbound Studios, Website and Game, Jan 2016 - Aug 2016**

- **Website Redesign–** Wireframed and designed a '2.0' version of their current website with the overall goal of attracting more users to the site, increasing visibility on multiple platforms and fostering a more stylized version of the forum with additional features.
- **Kickstarter Campaign-** Designed brand-consistent assets fitting of Chronicles of Elyria's art style for their Kickstarter Campaign.

# Lead Designer (Completed Contract)

**LeadVision, Website and Social Media, Apr 2014 - Oct 2014**

- **Corporate Rebrand –** Wireframed and designed an entirely new website with the overall goal to showcase the company's prowess as a digital marketing firm, increase visibility on multiple platforms and foster a stylized company blog, with social media connectivity.
- **New Verticals -** Designed layouts for websites covering the new verticals in LeadVision's lead aggregation, working closely with the in-house market research department to feature the most brand-consistent designs.

# Lead Designer

**Clarke Allen, Charlotte, North Carolina,  Sept 2013 – Apr 2014**

Responsible for all digital and print designs for the event planning company, Clarke Allen. Worked closely with the News, Marketing, Planning, and Press teams to create the best online experience and to ensure we showcased a unified voice and vision of the company's ideals.

ACHIEVEMENTS
- **ClarkeAllen.com –** Worked with a small edit team to quickly rebrand and rethink their web strategy. We launched the new site in just three short months with a renewed focus on showcasing prior events via high-resolution media and client testimonials, after which, local and nationwide traffic on all devices increased by over 170%.
- **Get Inspired –** Created a community-based site with a fresh look-and-feel based on Clarke Allen's newer ideals of assisting the DIY event designers, rather than competing against them.
- **TheInevitableBox.com -** Was instrumental in the creation of this fully responsive website that honored what was originally a motivational WordPress blog. Since the publishing of The Inevitable Box book, I created the visual identity of the website and the e-commerce portion designed for its in-house retail.
- **Ask The Experts App-** Devised a strategy to create a forum-based Q&A section that was uniquely designed for the subject matter most appealing to the DIY event planners. It became a social hub for users to gain industry knowledge essential for planning their events.

## Education

Bachelor's Degree, Game and Interactive Media Design - DeVry University, 2009

## Involvement

**ADDY Awards:** Guest attendance and designed advertisement featured on the first page in the ADDY Awards Winners Book 2014.
**iDream Academy:** Worked with potential sponsors for the non-profit & helped design interactive maps for the iDream in Colors Tour.
**DM21 Gaming:** Heavy visual involvement with corporate identity rebranding project, attributing uniquely designed digital and print assets.