

Taylor Denby

UX Designer

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EDUCATION

University of Michigan

Master of Science in Information

UX Design and Research
2021-2023

Ann Arbor, Michigan

University of Michigan

Bachelor of Arts

Cognitive Science
2017-2021

Ann Arbor, Michigan

SKILLS

- Prototyping
- Wireframing
- Adobe Creative Suite
- Figma
- Jira
- Copywriting
- Adobe Experience Manager
- Microsoft Office
- Contentsquare
- Graphic Design
- User Research
- WCAG
- HTML/CSS
- Javascript
- React.js
- Agile
- Web Design
- Mobile (iOS and Android) Design

EXPERIENCE

Digital Designer | Whirlpool Contract through Teksystems

January 2024 - Present

- Created user interfaces and promotional designs for 4 different brands using Figma and Adobe Creative Suite.
- Conducted usability testing, A/B testing, and analytics reviews to inform UI decisions.
- Designed and templated new components to use on the site, including promotional content cards, countdown clock, and masthead components.
- Built, published, and managed content for live sites using Adobe Experience Manager.
- Provided UX leadership, identifying areas for improvement and implementing design enhancements.
- Ensured all designs complied with WCAG accessibility standards.
- Redesigned a sales page for an A/B test that netted the company ~\$26,000 over the control over the course of half of a month.
- Designed and authored for Whirlpool's internal appliance marketplace.
- Utilized HTML and CSS to make adjustments to AEM components.

UI Design Intern | Rocket Mortgage

May 2022 - April 2023

- Improved functionality using wireframes and prototypes done in Figma for various customer-facing products.
- Designed low-fidelity to high-fidelity wireframes and prototypes, as well as various UI elements and promotional materials.
- Supported the design process with numerous research artifacts, including personas, competitive analyses, heuristic evaluations, and user journeys, created with Figma and Lucid.
- Collaborated with cross-functional teams, including product managers, developers, conversation designers, UX strategists, and UX writers to implement design solutions that met business and user needs.
- Boosted traffic to areas of the Rocket Platform by designing tile ads, including one that resulted in a 231% lift in leads.
- Analyzed clickstream data & user behavior metrics to refine website engagement.
- Became a subject matter expert in the Rocket Design System, ensuring compliance and facilitating additions to the design system.

Student UX Consultant (Volunteer) | Domino's, EDUCAUSE

September 2021 - April 2022

- Conducted UX audits & user interviews to evaluate platform usability.
- Evaluated products for pain points by performing live usability tests.
- Assisted in prototyping HR forecasting models for internal process improvements.
- Ensured compliance with ADA and WCAG standards.