

Taylor Hampton

Product Designer

(414) 736-5130

taylorwhampton@gmail.com

twaynedesign.com | [Linkedin.com/in/taylorhampton1](https://www.linkedin.com/in/taylorhampton1)

SUMMARY

Highly collaborative UX Designer with 6+ years of experience crafting user-centered solutions for complex digital products. Proven ability to partner effectively with cross-functional teams, including product managers, engineers, and stakeholders. Expertise in Figma, user research, and design systems, coupled with a strong understanding of responsive design and accessibility. Passionate about creating cohesive and scalable design languages that enhance user experiences.

EXPERIENCE

Delta, Atlanta, Georgia - *Senior UX Designer*

AUG 2025 - AUGUST 2026

- Led end-to-end redesign of Leisure Modernization and “Fly Confirmed for Less” within TravelNet, Delta’s internal booking platform, improving usability and supporting Delta’s focus on operational excellence and seamless employee experiences.
- Designed and launched a self-service booking feature for employee pass riders, reducing reliance on intermediaries and enabling a more efficient, employee-first travel experience.
- Partnered cross-functionally with product, engineering, and QA to define requirements, resolve UI issues, and ensure alignment with Delta’s Mach 1 design system and brand standards for consistency and accessibility.
- Collaborated with engineering in 2-week agile sprints, iterating through testing and feedback to deliver reliable, scalable solutions aligned with Delta’s high-quality delivery standards.
- Authored acceptance criteria and led design QA in test environments, ensuring functional accuracy, visual consistency, and release readiness across critical booking flows.
- Delivered high-fidelity prototypes, user flows, and interaction models, including building interactive, code-based prototypes using Kiro to reduce ambiguity in handoff, accelerate development, and ensure high fidelity between design intent and implementation.
- Redesigned the standby list experience (now in production), improving clarity, transparency, and trust—resulting in strong positive feedback from employees.

Apartments.com, Atlanta, Georgia - *UX Designer*

MAR 2025 - AUG 2025

- Led the redesign of key user-facing pages—including listing detail and search results pages—on Apartments.com, improving usability and accessibility for a broad, diverse customer base.
- Led the design implementation of the All-In Pricing initiative across network sites to ensure compliance with new state and federal regulations, making pricing more transparent and user-friendly.
- Created data visualizations for internal content teams to surface insights more clearly and support content strategy decisions.
- Built reusable Figma components to improve design team efficiency and maintain consistency across products.
- Spearheaded visual and UX redesigns for network sites like ForRent.com, OffCampus Partners, establishing a distinct brand identity while aligning with overarching platform standards.

FanDuel, Atlanta, Georgia - UX Designer

NOV 2021 - SEPT 2024

- Elevated user experience across core FanDuel applications, designing and piloting user-centric interfaces for Sportsbook, Account and Wallet, and Casino platforms within Figma. Ensured seamless handoff to developers for successful implementation.
- Championed user-centered design through research and testing, conducting user research, A/B testing, and usability testing with tools like UserTesting that enhanced user flows for a streamlined experience
- Improved customer support efficiency through AI integration, designing and integrating a Salesforce AI chatbot to streamline customer support interactions. This resulted in a 20% reduction in inbound call volume and a 2% improvement in customer satisfaction with support services.
- Optimized user flows for increased conversion, redesigning the Account and Wallet payment flow to achieve a 7% improvement in customer completion rates and a 2% uptick in transactions.
- Enhanced usability and discoverability of key features, conducting a comprehensive design audit of market template layouts and redesigning event-level pages. This led to a 10% increase in user engagement with specific markets.

ADP, Atlanta, Georgia - UX Designer

JUL 2021 - NOV 2021

- Improved user experience for HR processes, designing user flows for existing profile pages in Miro to streamline user interactions and improve overall usability for HR tasks.
- Contributed to developing a scalable design system, designing key components in Sketch to ensure consistency and efficiency in future design implementations across ADP products.
- Redesigned key features for enhanced usability, including the HR Actions feature using the updated design system.
- Enhanced user understanding through interactive prototypes, designing prototypes for Termination HR pages in Sketch to ensure consistency and usability.

Costar Group, Atlanta, Georgia - UX Designer

JAN 2020 - APR 2021

- Drove design system evolution, collaborating with the product team to refine the design system for visual cohesion and increased engineering efficiency. Mention specific outcomes, e.g., This resulted in faster design iterations by 15% and improved code quality.
- Strengthened brand identity through consistent visual language, creating layouts and visual touchpoints that reinforced the CoStar brand.
- Facilitated agile product development through rapid prototyping, designing wireframes and prototypes in Sketch for design sprints.
- Employed a data-driven design approach, conducting qualitative and quantitative research using Pendo and surveys to gather user insights. That resulted in a 20% increase in report engagement and positive user feedback on clarity and usability

Turner, Atlanta, Georgia - UX Developer

APR 2019 - SEPT 2019

- Developed and maintained key application features for improved operational efficiency: Designed and maintained entities within the Live Events Tool (L.E.T) using the Angular 7 framework, ensuring seamless functionality for the operations team and contributing to streamlined workflows.
- Prioritized and resolved critical issues to enhance user experience: Identified and troubleshooted bug fixes, prioritizing them based on business impact and user needs to ensure a smooth and efficient user experience for the operations team.
- Collaborated with stakeholders to gather requirements and implement new features: Conducted meetings with the operations team to gather requirements, present design solutions, and implement new features that addressed user needs and improved the overall functionality of the L.E.T.
- Ensured seamless deployment of application updates: Executed deployments of new features and rollouts for version bumps, minimizing disruption to the operations team and ensuring a smooth transition to enhanced functionalities.

Norfolk Southern, Atlanta, Georgia - UX Developer

JULY 2018 - JAN 2019

- **Gathered user insights to drive user-centered design solutions:** Communicated with key user and operational groups to understand business needs and user challenges, ensuring that design solutions aligned with both business goals and user expectations.
- **Enhanced user experience by resolving critical usability issues:** Identified and troubleshooted UX problems, including responsiveness and functionality issues, to deliver a seamless and efficient user experience across all platforms.
- **Communicated design solutions through effective prototyping:** Developed UI mockups and prototypes in InVision to illustrate site functionality and user interactions, facilitating stakeholder understanding and feedback.
- **Drove user account growth through optimized interface design:** Designed GUI elements such as popup modals, buttons, and forms for third-party

providers, resulting in [mention quantifiable improvements in user account growth, if available].

- **Improved performance and user satisfaction through defect resolution:** Fixed defects related to third-party provider functionality, leading to improved load times and an enhanced overall experience for end-users.

General Motors, Roswell, Georgia - z/OS Systems Programmer

JUN 2015 - JUN 2017

- **Collaborated effectively with stakeholders to achieve business objectives:** Established and maintained strong relationships with external business customers and IT staff, actively participating in project planning and deployment to ensure successful implementation of technical solutions.
- **Provided exceptional technical support and user assistance:** Responded to trouble ticket requests, installed third-party software, performed maintenance updates, and provided user support in a Tivoli environment, ensuring smooth system operation and user satisfaction.
- **Optimized system performance and resource allocation:** Configured volume groups and logical volumes, extended logical volumes for file system growth using IBM Tivoli Storage Manager for z/OS, maximizing system efficiency and resource utilization.
- **Enhanced system security and stability:** Configured rules for system security, maintenance updates, and system failure alerts, proactively addressing potential issues and ensuring system stability. Created documentation for new processes and procedures to facilitate knowledge sharing and maintainability.
- **Improved user efficiency and data accessibility:** Expanded data security, data integrity, and user efficiency by migrating Software Master lists to General Motors SharePoint applications, creating a centralized and accessible budget tool used by database, mainframe, and system programming departments.
- **Reduced operational costs through process optimization:** Reduced monthly support costs by decommissioning obsolete programs. Developed a report to analyze network usage for each program and recommended strategies for eliminating waste and optimizing resource allocation.

SKILLS

Software Proficiency:

- **Expert in Figma:** Mastery of Figma's design and prototyping capabilities, including creating user flows, wireframes, interactive prototypes, and design systems. Extensive experience collaborating with cross-functional teams within Figma to streamline design workflows and handoffs.
- **Proficient in Sketch:** Strong command of Sketch for user interface design, with experience creating wireframes, prototypes, and visual assets.
- **Experienced with collaboration and research tools:** Proficient in using Miro for collaborative design activities and UserTesting and Amplitude for conducting user research and analyzing user behavior. Familiar with Pendo for gathering quantitative data and analyzing user interactions.

UX Research:

- **Proven UX Researcher:** Extensive experience conducting and analyzing user research to inform design decisions. Expertise in various research methods, including user interviews, surveys, usability testing, and A/B testing. Skilled in analyzing qualitative and quantitative data (including data from Pendo) to identify user needs, pain points, and opportunities for design improvement.

Design Skills:

- **Strong understanding of design principles:** Expertise in applying user-centered design principles to create intuitive and engaging digital experiences. Proficient in responsive design, ensuring optimal usability across all devices. Experienced in designing for dark mode, considering accessibility and visual hierarchy in low-light environments.
- **Skilled in visual and interaction design:** Proficient in creating wireframes, prototypes, and user flows to effectively communicate design concepts and gather feedback. Experienced in developing and maintaining design systems to ensure consistency and scalability across digital products.

Front-End Knowledge:

- **Working knowledge of front-end technologies:** Familiar with HTML, CSS, and JavaScript, enabling effective collaboration with developers and understanding of technical constraints during the design process.

EDUCATION

Morehouse College, Atlanta, Georgia - *Computer Science*

SEPT 2009 - MAY 2014

Mathematics Minor, Graduated Cum Laude

Georgia Tech, Atlanta, Georgia - *UX UI Bootcamp*

SEPT 2018 - FEB 2019