

TAYLOR COOPER

Product Designer

www.taylorcooper.co

Experienced UX/Product Designer with a background designing consumer-facing platforms, health-focused apps, and internal B2B tools. I take a practical approach to improving user experiences through research, prototyping, and close collaboration with cross-functional teams. I'm currently exploring how emerging tech like AI can support better, more adaptive design.

EXPERIENCE:

UX Product Designer *January 2025 – Current*

OPTAVIA — Consumer Tech and E-Commerce

Designing and optimizing digital experiences for OPTAVIA's consumer platform, with a focus on subscription management, checkout flows, and account tools. Partner closely with cross-functional teams to improve usability, reduce friction, decrease support volume, and increase retention. Leveraging user research, journey mapping, and data insights to inform design decisions that support both customer needs and business goals.

Senior Product Designer *July 2024 – January 2025*

Alpine Companies — App Experience, Startup

Led end-to-end UX design for web and mobile apps with a user-centered focus. Conducted research and usability testing, resulting in a 30% boost in user satisfaction. Collaborated with product, engineering, and visual design teams to deliver cohesive, intuitive experiences. Created wireframes, prototypes, and high-fidelity mockups for stakeholder reviews and beta testing. Applied design thinking to address complex user needs and improve overall engagement.

Growth Designer *August 2021 – July 2024*

Snap One — Smart Tech, B2C App & B2B Platforms

As the sole designer on a cross-functional growth team, led design strategy across user acquisition, engagement, and retention initiatives. Partnered with product, lifecycle marketing, and UX writing to deliver end-to-end experiences that shaped user behavior and optimized key points in the customer journey.

Senior UX Designer *July 2020 – June 2021*

AZOVA — Health Tech, B2B & B2C

One of two designers at a fast-paced health tech startup, owned UX/UI design across web and mobile. Worked closely with product, engineering, and marketing to create user-friendly solutions for health travel, provider workflows, and patient-facing tools. Created dev-ready UI in a fast, agile environment to improve B2B and B2C experiences across the platform.

UX Designer *September 2018 – October 2020*

Unicity — Health & Wellness, B2C App

Led UX and visual design for Unicity's health programs app, focused on improving user engagement and simplifying health tracking for customers. Designed end-to-end experiences including user flows, wireframes, and high-fidelity UI. Collaborated cross-functionally to launch accessible, intuitive mobile features supporting wellness goals and program adherence.

SKILLS:

User Experience · Visual Design · Product Management · Brand Identity · Typography · Color Theory · Prototyping · Usability Testing · User Research · Empathy · Storytelling · Collaboration

TOOLS:

Figma · InVision · Miro · Hotjar · Adobe CC (XD, Illustrator, InDesign, Photoshop) · Webflow · Framer · Claude

EDUCATION:

B.S., Art and Design — Minor in Marketing *Utah Valley University*

Google UX Design Professional Certificate