J. Taylor

Experienced Front End Web Developer and UX Designer with over 20 years blending creativity and technical expertise to fill the gap between design and implementation, ensuring seamless user experiences.

ESSENTIAL SKILLS

HTML/CSS · JavaScript · Figma/Sketch · SASS/LESS · Git/GitHub/GitLab · Agile/Scrum · Jira/Asana · Adobe CC

EXPERIENCE

Design Technologist   **38 Squared**   Jan 2015 - Present

Seamlessly integrated into existing teams and technology stacks to execute project goals for businesses and organizations. Focused on concise solutions with positive results. Customers: Court of Appeals of the State of GA, U.S. Digital Service, Delta, Fabric.com, Points of Light, HandsOn Network

Sr. Manager of Web Experience   **15Five**   April 2019 - Oct 2022

Owned overall site strategy and drove the roadmap for UX improvements and updates to 15Five.com and lead generation properties, including the blog, microsites and landing pages.

- Redefined and rebuilt the development and content management process from the ground up
- Created self-service content management tools with interchangeable components, allowing the marketing team to respond to market changes and sales initiatives with minimal developer involvement
- Provided expert guidance to the marketing team on website best practices, accessibility, UX/UI, testing, performance, etc.
- Collaborated with Brand Designer to creating a design library in Figma to facilitate fast prototyping and design consistency
- Collaborated with the marketing team to add and adjust CMS tools to enable smooth maintenance of the website, blog and email templates
- Supported product engineering team with accessibility and CSS-related issues

Digital Service Expert   **U.S. Digital Service**   Nov 2016 - Feb 2017

Chosen to join the U.S. Digital Service created by the Executive Office of the President with the mission to deliver better government services to the American people through technology and design.

- Created functional webpages to better serve U.S. taxpayer, with the goal to exemplify agile, customer-focused design and development to IRS leadership and employees
- Successfully launched a new Drupal site, created prototypes within the first few weeks of my assignment at the IRS agency
- Conducted user studies directly with U.S. taxpayers to test assumptions around website functionality and language use

Web Design Engineer   **Amazon.com**   Oct 2011 - Oct 2014

Sole Front-end Engineer and UX Designer at Fabric.com, an Amazon.com subsidiary.

- Built prototypes, designed and conducted user experience interviews to identify and make recommendations for key areas of usability improvements
- Creating and executed a plan for a responsive version of the website that improved mobile phone conversion rate by 10%
- Increased visibility on new inventory and decreased customer support calls by designing and coding a new fabric collections shopping experience
- Initiated a collaboration with the customer service team to gather valuable action items which allowed us to quickly remove customer pain points, improving UX and reducing call volume

Web Designer / Web   **Ariba**   May 2009 - Oct 2011

Designed, built, and maintained corporate website, landing pages, and supplemental websites; including annual conference website, mobile app, and CMS.

- Designed and coded external websites to ensure they were visually effective, accessible, and easy-to-use.
- Built conference website specifically for mobile devices to mirror mobile app experience for legacy mobile devices.
- Introduced the concept of a conversational, plain language writing style to marketing team to appeal to a broader audience.
- Integrated third party applications into the core Ariba websites and applied updated styling to community forum.