



Taylor Lyons

PRODUCT DESIGN + STRATEGY

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SKILLS

User Research	Journey Mapping
Product Analysis	User Flows
User Interviews	Wireframing
Persona Dev.	Prototyping
Info. Architecture	Usability Testing

TRAINING

UX Certification | Nielsen Norman Group | May, 2016

Completed and passed exams for 3 UX certification courses:

- Leading Highly Effective UX Teams
- Usability Testing
- Information Architecture

Agile Product Design | DevJam Studios | Apr. 2016

2-day workshop focused toward product owners and product managers.

- Product discovery and ideation
- Iterative/continuous product delivery
- Narrowing and scope management

TOOLS OF THE TRADE

Design and Prototyping

Sketch App
Adobe Creative Suite
Invision App

Research and Evaluation

UserTesting.com
Usability Hub

Project Coordination Tools

JIRA
Confluence

EDUCATION

University of Minnesota Duluth
B.F.A - Graphic Design emphasis
Graduated May, 2010

SUMMARY

I am a dedicated UX and design professional with experience overseeing entire product and website development life-cycles. With a sharp understanding of both business and technical perspectives, I help guide products into market and continuously refine on their success.

EXPERIENCE

Product Designer | Leadpages

Sep. 2016 - Present (7 mo.)

Leading UX strategy and design processes to evolve and refine Leadpages' new-to-market app, Center. Working as the sole designer on a small team of 8, facilitating product discovery and analysis through user research and testing, user flows, mockups, and prototypes. Heavily involved in defining and testing development requirements.

Senior Product Designer | Code42 Software

Oct. 2015 - Sep. 2016 (1 year)

Led UX team efforts to address new and existing customer needs as well as evaluate and redesign legacy features for Code42's enterprise backup platform and web apps.

- Conducted business discovery and UX research in the form of internal interviews of customer facing employees, customer surveys, usability testing, and product evaluation
- Led the continuous integration of UX processes into an Agile work environment
- Provided direction and managed workloads for a team of three Product Designers
- Designed and maintained a component library to ensure consistent UI/UX and increase velocity of design and development across scrum teams
- Developed and refining user flows, wireframes, mockups, prototypes, and high-fidelity designs while working collaboratively with developers at implementation-level detail

Senior Web Designer | Code42 Software

Jan. 2013 - October 2015 (2 years, 9 mo.)

Worked hand-in-hand with Creative, Marketing, and Product teams to improve and maintain the Code42 public websites. Successfully launched 11 websites with unique targeting for consumer, small business, and enterprise audiences. Other areas of work included Marketing campaigns and lead generation, landing pages and email templates.

- Led team effort to create and maintain web component libraries for code42.com, marketing landing pages and email templates
- Provided creative direction, led ideation, concept development, and managed creative needs for the Code42 public website experiences
- Worked directly with business stakeholders on strategic planning of web-projects and then drove those projects to completion
- Facilitated user story mapping sessions with cross-functional teams
- Defined best practices for involving UX processes within the Creative Team

Graphic Designer | Code42 Software

Jan. 2011 - Jan 2013 (2 years)

Member of the Code42 Marketing department, applied user experience principles to a broad range of mediums including websites, marketing automation, campaigns, emails, social media, trade shows and lead generation for consumer and business audiences.