

Taylor Bras

UX Product Designer

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Professional Profile

Passionate UX Designer and Researcher with 3 years of experience in IT, healthcare, and sustainable industries, known for balancing business requirements with user needs and effectively collaborating with stakeholders. Specializing in interaction design, user research, strategy, storytelling, information architecture, and human-centered design.

Work Experience

Whittingham Creations Scottsdale, AZ

UX DESIGNER • JAN 2024 - PRESENT

- Assess client problems, gather requirements, and offer end-to-end consultive solutions. Recognized for creating pixel perfect experiences adaptable across platforms.
- Developed custom CMS and training for seamless client delivery and transition.

Willis Tower Watson Tempe, AZ

USER EXPERIENCE DESIGN INTERN • MAY 2023 - AUG 2023

- Designed and modernized Cost Breakdown, HSA enrollment, and benefit inquiries, increasing successful enrollment and maintaining a high satisfaction of 95%.
- Worked with stakeholders, PMs, and developers to define features. Gathered and documented design requirements to effectively articulate design decisions to stakeholders.

Phoenix Sister Cities Phoenix, AZ

CONTRACT UX DESIGNER • JUL 2021 - NOV 2022

- Managed a design team of two. Led the creative direction for new app that surveys cities about smart city initiatives.
- Created and maintained design library and component library in Figma to support style guide and implement consistency throughout the product.

Mitú Los Angeles, CA

DESIGN INTERN • AUG 2016 - NOV 2016

- Performed user interviews, usability testing, wireframing, rapid digital prototyping and architecture for influencer software, Snapchat Discover screens, and landing pages.
- Created an automated onboarding process for content providers using Adobe XD. Translated UI and UX design wireframes into design systems (HTML and CSS).

Skills

Design

User Experience, Interaction design, User Interface, Testable Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups, Responsive Design, Design Systems, Web Design, iOS, Android, Accessibility Guidelines (WCAG & ADA)

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Task Analysis, Personas, Quantitative/Qualitative Analysis, A/B Testing, Competitor Analysis, Heuristic Analysis, Design Strategy

Tools

Figma, Sketch, Adobe creative suite, Confluence, Sharepoint, Userlytics, HTML/CSS, Javascript, Framer, WordPress, Zeroheight.

Education

MS, User Experience

2021 - 2023

IRA A. Fulton School Engineering at Arizona State University

Honors: Summa Cum Laude (GPA 4.0)

BS, Graphic Information Technology (User Experience)

2018 - 2022

IRA A. Fulton School Engineering at Arizona State University

Honors: Outstanding Student Award 2020