

# Taylor Bras

## Senior UX Designer

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## Professional Profile

Masters Degree in User Experience and Human Computer Interaction with 3 years of experience in IT, healthcare, and sustainable industries. Known for leveraging qualitative research methods to translate actionable insights into user stories, balancing business requirements with user needs, and effectively collaborating with cross-functional stakeholders in an Agile Scrum environment. Specializing user research, strategy, storytelling, information architecture, user interface, interaction design, accessibility, and human-centered design.

## Work Experience

### Salt River Project (SRP) Tempe, AZ

#### UX RESEARCHER • NOV 2024 - PRESENT

- Conducting mixed-methods research focusing on products that enhance energy efficiency solutions for commercial and industrial customers in central Arizona.

### Whittingham Creations Scottsdale, AZ

#### UX DESIGNER • JAN 2024 - PRESENT

- Assess client problems, gather requirements, and offer end-to-end consultive solutions. Recognized for clear and compelling communication of findings.
- Validated personas, journey maps, and customer needs for clients through unmoderated testing, qualitative interviews, surveying, and card sorting.

### Willis Towers Watson Scottsdale, 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%.
- Collaborating with stakeholders, product, engineering, design, and research to define features, understand the product roadmap, and identify areas for further research.
- Developed surveys and moderated user interviews using Userlytics, producing comprehensive research reports that detail design requirements and user insights.

### Phoenix Sister Cities Phoenix, AZ

#### UX DESIGNER • JUL 2021 - NOV 2022

- Managed a design team of two. Led the creative direction for a new app that surveys cities about smart city initiatives.
- Created and maintained a comprehensive design library and style guide in Figma and Zeroheight, promoting consistency and scalability in the app.
- Performed user interviews, usability testing, wireframing, rapid digital prototyping and architecture for Evolve App.

## Skills

### Design

User Experience, Interaction Design, User Interface, Information Architecture, Digital Brand Management, Testable Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups, Responsive Design, Design Systems, Web Design, Accessibility Guidelines (WCAG & ADA)

### Research

User Interviews, User Testing, Journey Mapping, Affinity Mapping, Triangulation, Task Analysis, Personas, Quantitative/Qualitative Analysis, A/B Testing, Competitor Analysis, Heuristic Analysis, Design Strategy, Field Coordination,

### Tools

Figma, Adobe Creative Suite, Userlytics, Qualtrics, Google Analytics, Confluence, Sharepoint, HTML/CSS, Javascript, WordPress, Zeroheight.

## Education

### MS, User Experience

(Human Computer Interaction)

2021 - 2023

IRA A. Fulton School of Engineering at Arizona State University

Honors: Summa Cum Laude (GPA 4.0)

### BS, Graphic Information

Technology (User Experience)

2018 - 2022

IRA A. Fulton School of Engineering at Arizona State University

Honors: Outstanding Student Award 2020