

Taylor Bras

Senior UX Researcher

www.taylorbras.com
linkedin.com/in/taylor-bras

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 in user research, strategy, storytelling, information architecture, accessibility, interaction design, and human-centered design.

Work Experience

JAN 2025 - PRESENT

Salt River Project (SRP) www.srpnet.com

User Experience (UX) Researcher Tempe, AZ

- Drive end-to-end mixed-methods research (interviews, surveys, usability testing) that shapes digital strategy for SRP's customer platforms, serving 2M+ Arizonans and informing key decisions across billing, energy, and water.
- Partner with product managers, designers, engineers, and senior leadership to align research objectives with business goals, translating insights into actionable recommendations that influence strategic decision-making.
- Shape research findings into compelling, actionable narratives tailored to stakeholder priorities, aligning user needs with technical and regulatory constraints to guide strategy and decision-making.

SRP Special Recognition Award: \$500 & \$300 award for UX research contributions to app branding, ASO, Mpower insights, and Board & Council Elections

JAN 2024 - PRESENT

Whittingham Creations www.whittinghamcreations.com

User Experience Designer Scottsdale, AZ

- Assess client problems, gather requirements, and offer end-to-end consultative 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.

MAY 2023 - AUG 2023

Willis Towers Watson www.wtwco.com/en-us

User Experience Design Intern Tempe, AZ

- Fielded benchmarking studies and exploratory interviews to evaluate HR's current and potential use of gender/sex information in insurance benefits enrollment.

- Collaborated with stakeholders, product managers, and the UX team 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.

JUL 2021 - NOV 2022

Phoenix Sister Cities www.phoenixsistercities.org

Contract UX Designer Phoenix, AZ

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

Education

JAN 2023 - DEC 2023

Master of Science, User Experience

(Human Computer Interaction)

IRA A. Fulton School of Engineering at Arizona State University

Tempe, Arizona

Honors: Summa Cum Laude (GPA 4.0)

AUG 2018 - DEC 2022

**Bachelor of Science, Graphic Information Technology
(User Experience)**

IRA A. Fulton School of Engineering at Arizona State University

Tempe, Arizona

Honors: GIT Rising Star Award 2020

Skills

Design

User Experience, Interaction Design, Information Architecture, Wireframing, Prototyping (Low–High Fidelity), Responsive Design, Design Systems, Accessibility (WCAG), iOS/Android

Research

User Interviews, Usability Testing, Journey Mapping, Personas, Heuristic Evaluation, Competitive Analysis, Qual/Quant Analysis, Information Architecture

Tools

Figma, Qualtrics, Userlytics, Optimal Workshop, SharePoint, Adobe Workfront, HTML/CSS, JavaScript, WordPress, Adobe Creative Suite, Google Analytics