

EMILY TAYLOR

PRODUCT DESIGNER / DIGITAL DESIGNER



WORK EXPERIENCE

Earbuds • Product Designer

Oct 2021 - Feb 2024

- Led a full-scale rebranding initiative for a revamped app, which included redesigning the logo, developing a new branding guide, overhauling the website, and launching a series of social media campaigns.
- Co-directed the complete strategic redesign of the mobile app post-pivot, achieving a 40% increase in user engagement by aligning the product more closely with market needs and improving product-market fit.
- Co-led the development of a company-wide design system and updated component libraries, which reduced design inconsistencies by 30% and cut down on production times, speeding up project turnaround.
- Developed 3-4 high-fidelity prototypes per project across 13 projects, notably the 'Earbot' AI feature set, resulting in a 50% increase in both daily and monthly user engagement and retention rates.
- Collaborated closely with engineers, product managers, and marketing teams to integrate seamless design solutions that enhanced brand consistency and communication, reducing cross-departmental misalignments.

RevCatch • Digital Designer

Jul 2020 - Feb 2022

- Successfully designed 12 logos and redesigned 2, achieving a 93% retention rate of active use, with the majority of these projects completed in less than two weeks.
- Managed the design and implementation of over 12 websites, increasing traffic by 30%, user engagement by 45%, and customer conversions by 22%.
- Delivered diverse digital and print design solutions, including over 8 social media posts, custom code web elements like call-to-action buttons and subscription modals, and a major article redesign for print.

Freelance • Digital Designer

Aug 2017 - Current

- Crafted and refreshed over 10 logos with an 80% long-term utilization rate, leading to high client satisfaction and repeat business, as evidenced by numerous client returns and referrals.
- Redesigned and optimized multiple websites, improving user experience and increasing visitor retention by 25%.
- Produced a variety of marketing and digital materials, including business cards, flyers, product labels, invites, posters, and graphics and videos for web and app deployment, increasing user engagement by 33%.

EDUCATION

Utah Tech University

BS - Computer Information Technology with an emphasis in Digital Design

CONTACT

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TECHNICAL SKILLS

- Adobe Creative Suite
- UI/UX
- Prototyping / wireframing
- Figma
- User Flows
- Visual Design
- Illustration
- HTML /CSS
- Social Media Design
- Responsive Design
- Design Systems
- Branding
- Web
- Print & Publication
- Usability
- Iteration
- Data-Driven
- Journey Mapping
- Personas
- ChatGPT / AI
- SVGator
- Rotato
- Miro
- Zeplin

SOFT SKILLS

- Collaboration
- Adaptable
- Creative
- Curious
- Leadership
- Design Thinking
- Innovative
- Team-Oriented
- Ambitious
- Empathy