



TAYLOR EHAT

UI/UX DESIGNER & DEVELOPER

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Hi, I'm Taylor. Since 2002, I've been designing and creating beautiful, functional solutions. Over the years I have acquired a wide range of skills and experience from both my successes and failures. Through those experiences, I have learned that good design comes through a continual process and willingness to explore and understand the user's perspective. My ambition is to help create successful experiences and products that delight users.

EXPERIENCE

JUNE 2018 - PRESENT

Lead UI/UX Designer & Front-end Developer, ClientSuccess - Lehi, UT

Design and prototype product features, product enhancements, reporting tools and data insights used by Customer Success Managers to manage their book of business. In addition to design, develop those features in ReactJS, Angular.

2016 - 2018

Lead UI/UX Designer, Jamberry - American Fork, UT

Design, prototype and build online product tools, reporting dashboards, and sales management tools for Jamberry Independent Consultants. Continual product improvement was based on user research and feedback that I helped conduct.

2016

Senior UI/UX Designer, BigSquid - Salt Lake City, UT

Working for a DOMO Preferred Partner, I designed custom applications for the DOMO App Store as well as business intelligence dashboards and data visualizations for DOMO clients. A few clients include: Nike, SevOne, DHL as well as DOMO.

2014 - 2016

Senior UI/UX Designer, Solution Stream - Lehi, UT

As part of full-service agency and member of the UX design team, I helped conceptualize, wire frame, design and produce handcrafted web solutions for a variety of clients including: Adobe, Jamberry, ToDo/Appigo.

2009 - 2014

Senior Graphic Designer/Website Manager, Marketing, ADP AdvancedMD - South Jordan, UT

Under the VP of Marketing, I worked on & managed diverse projects:

- › 300+ page website redesign, with major SEO and lead generation strategies, which resulted in over 200 keywords listed in the top 10 results on major search engines.
- › Authored and directed award winning product videos that effectively closed sales.
- › Implemented LiveBall to efficiently build, test and optimize landing page lead generation experiences.
- › Designed digital marketing assets, case studies, whitepapers, sales presentations, and brochures.
- › Conceptualized and designed the brand identity of ADP AdvancedMD after the acquisition by ADP in 2011.
- › Designed multiple trade show properties for major industry events.

2007 - 2009

Senior Marketing & UI/UX Designer, WingateWeb/Active Network - Draper, UT

Working under the VP of Marketing & Product Management, I managed many aspects of corporate branding:

- › Website SEO, and lead generation experiences
- › Provided design support and oversight of all client-facing materials for sales, training and product
- › Designed a new UI for the flagship product WingateWeb® Conference*
- › Redesigned the end-user registration experience and created standards

SINCE AUG 2002

Freelance Designer, Ehat Design

As a freelancer I've specialized in web design, SEO, lead conversion, UX/UI design, print design, branding and photography. Clients I have worked for include: Intermountain Healthcare, Sum-Media, Fatbottomline, Playworks Design, 3B Yoga and more.

PREVIOUS OTHERS

Senior Graphic Designer, O.C. Tanner - Salt Lake City, UT

Designed employee recognition program materials for Fortune® 500 companies such as Wells Fargo, Penske, PNC Bank, Alcoa, and Wendy's International. I worked closely with copywriters and production artists to design focused campaigns to boost employee morale and loyalty within these companies. Employee recognition packages included: brochures, web portal, posters, certificates, and reward shopping cart.

Graphic Artist & Web Designer, Electronic Marketing Services - Orem, UT **Multimedia/Video Editor**, Media Rain - Provo, UT

EDUCATION

Bachelors of Science, Multimedia Communications - Utah Valley University

SKILLS & EXPERTISE

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|-------------------|-------------------|----------------------|--------------------------|
| UX/UI Design | Conceptualization | User Testing | User Research |
| Wire framing | Prototyping | Adobe Creative Suite | PHP, HTML, CSS |
| Javascript/jQuery | SEO/SEM | Data Analytics | Marketing Automation |
| Landing Pages | Craft CMS | ExpressionEngine | Wordpress |
| Trade Show Design | Email Marketing | Product Marketing | Creative Problem Solving |
| Lead Generation | Graphic Design | Snuffleupagus | Video/Photography |
| ReactJS | Angular | | |

HOBBIES

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|-------------|--------|----------|----------------------|
| Photography | Golf | Baseball | Swimming |
| Traveling | Hiking | Drawing | Reading |
| Good food | Movies | Music | Playing with my kids |