

WILL TAYLOR

Senior UX Designer

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Summary

Senior UX Designer with 10+ years of experience shaping intuitive digital products across B2B SaaS, FinTech, and Healthcare under real technical, data, and business constraints. Known for systems-level thinking and designing experiences that balance simplicity, scalability, and operational reality. Experienced in taking products from zero to one, including brand, website, and end-to-end product design.

Professional Experience

Senior Product Designer at User First Design 01/2024 - Present

- Designed and shipped OpnLeads, a zero-to-one B2B SaaS product, owning product strategy, UX, information architecture, data modeling, and brand from concept to launch.
- Consulted on multiple projects including a mobile investment game app and a B2B eye care product catalog.
- Produced wireframes, prototypes, and high-fidelity UIs in **Figma**, leveraging Auto Layout and component systems.
- Designed and built ShowHero, a real estate showing scheduling platform, balancing usability with scalability.
- Partnered with Federal Home Loan Bank to simplify backend debt servicing processes into intuitive UI models.

Senior Product Designer at Healthmap Solutions 05/2022 - 01/2024

- Led a full redesign of a healthcare outreach tool, **cutting workflow completion times by ~50%** through iterative prototyping, usability testing, and information architecture improvements.
- Partnered with stakeholders and SMEs to simplify complex, multi-user workflows in a custom healthcare CRM, introducing features that balanced compliance with user efficiency.
- Conducted stakeholder interviews and journey mapping to inform a restructured navigation model, resulting in clearer user paths and reduced cognitive load.
- Prototyped and tested new data visualization models for decision support.
- Delivered UX guidance throughout agile sprints and partnered with engineers to ensure smooth implementation.

Senior UX Designer at ADP (FinTech, Fortune 500) 01/2019 - 05/2022

- Designed AI-driven onboarding workflows and predictive features with **ML-driven decision support**.
- Competed in global ADP hackathon, winning first in state and top 3 worldwide.
- Collaborated on a large-scale **Angular-based design system**, ensuring consistency across products.
- Validated design decisions through usability testing and SME/user interviews.
- Validated design decisions with user feedback and user research activities such as SME & user interviews, observational studies, and usability testing of wireframes and high fidelity mockups and interactive prototypes.
- Worked with multi-disciplinary teams and cross-functional partners to solve niche problems.

UX/UI Designer at User First Design 02/2017 - 12/2018

- Partnered with stakeholders of companies in various industries, such as multi-million dollar digital publishing company Frankly Inc., to build beautifully intuitive user interfaces.
- Acted as a mentor and coach to an entry level designer.
- Specialized in finding creative solutions to novel problems and value-added features by approaching problems with sincere curiosity.
- Worked closely with developers to realize products with wireframes and clickable prototypes.
- Strategized road maps to align with clients' long-term business objectives.

UX/UI Designer & Product Manager at MoodyCall LLC 08/2014 - 05/2016

- Founded and designed one of the first HIPAA compliant (encrypted) video conferencing platforms for Licensed Professional Counselors and their healthcare patients. Key functionalities include scheduling/ booking, Twilio integration, and Stripe payment processing integration.
- Employed a user-centered design approach to design the platform's end-to-end experience via wireframes and high fidelity mockups
- Conducted extensive user research via user surveys, user interviews, usability tests, and attending seminars to deliver an intuitive user interface.
- Managed roadmap from concept to delivery.
- Worked closely with 3rd party development team in India to launch the product.

Strategic Enterprise Account Manager at Pikel Inc. 01/2013 - 07/2014

- Honed B2B client communication skills and user empathy.

Tier 1 Technical Support Specialist at Pikel Inc. 03/2012 - 12/2012

- Developed intuition for how an Enterprise SaaS (CMS) product's end-users interpret user interfaces.

Singer/Songwriter at Will Taylor Music

Invited to private audition for the TV Show "The Voice." Gained some favorable reception from and replay on an Atlanta alternative radio station.

Education

The University of Georgia

- Bachelor of Arts in Communication Studies, 2012
- Certificate in Music Business, 2010
- HOPE scholarship recipient
- Dean's List

General Assembly

- Certificate in User Experience Design, 2017

Skills

AI / Figma / FigJam / Miro / Sketch App / Mobile and Web Apps / Design Thinking / Design Systems / Content Strategy / Human-Centered Design / Data Informed Design / Compliance with Web Accessibility Standards (WCAG) / Responsive Design / Agile UX / Typography / User Empathy / Cross-functional Communication / Big Data Display & Data Manipulation / Enterprise SaaS / CMS / CRM / HCM / Payment Processing / Healthcare / Onboarding / Machine Learning / AI / Client Consultation / Customer Satisfaction / Client Retention / Leadership / Cross-functional Collaboration / Mentoring / Presenting / Creative Thinking / Resourceful Problem Solving / Wireframe Creation / High Fidelity Mockups / Rapid Prototyping / Information Architecture / A/B Testing / User Interviews / Surveys / Journey Mapping / Usability Testing / User Personas