

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 Piksel Inc.

01/2013 - 07/2014

- Honed B2B client communication skills and user empathy.

Tier 1 Technical Support Specialist at Piksel 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 re-play 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