

TAYLOR REGAN

USER EXPERIENCE DESIGNER

BACKGROUND

I am a User Experience practitioner with over 10 years experience in the Internet industry. My background creating the vision, strategy and architecture for user experiences spans a wide range of markets and domains including: eCommerce and Consumer based products and services, Business to Business enterprise portals and intranets, and Government applications for the U.S. Air Force communities and organizations. As an engaged team player with a passion for the strategy, design, and development of compelling products, I am accustomed to designing rich and responsive experiences. In addition to my professional life, I am actively engaged in the Chicago design community via UX related organizations and am currently Chapter President of the Chicago Design & Emotion society, the first local chapter of the international Design & Emotion society.

EXPERIENCE

Nov 2009– present	Senior User Experience Designer Roundarch, Inc.
June 2008– Nov 2009	Interaction Designer HighBeam Research, Inc.
Jan 2008– June 2008	User Experience Specialist Performics/Google
Oct 2006– Dec 2007	Product Analyst DoubleClick

EDUCATION

2006	MS Human-Computer Interaction DePaul University
1997	BA English Literature & Psychology Bradley University

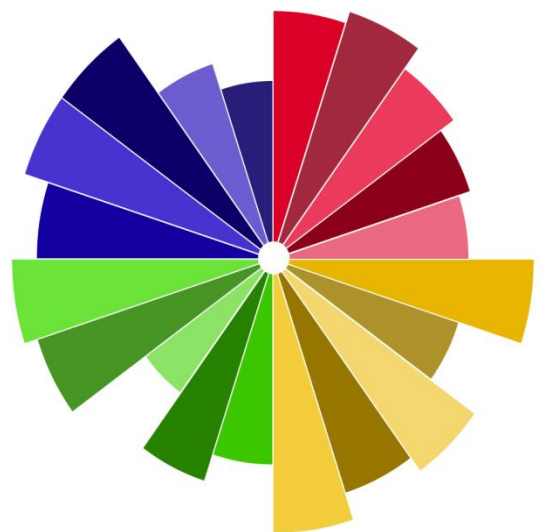
VITALS

website: uxdimensions.com
portfolio: [pdf download](#)
mobile: 773.456.9768
email: tregan13@gmail.com
linked in: [my profile](#)
twitter: [@Taylor_Regan](#)

SOFTWARE

- Photoshop
- Illustrator
- Axure
- Visio
- Morae
- Snag It
- Omniture
- Windows
- MS Office Suite

SKILLS



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EXPERIENCE DETAILS

Nov 2009–
present

Senior User Experience Designer

Roundarch, Inc.

Clients: United States Air Force, Department of Defense, Exelon Corp., Motorola Solutions

- Conduct contextual inquiries, user interviews, usability testing and product evaluations in order to gather requirements and determine design strategy
- Partner with internal and external technical teams, product management, project management stakeholders in order to develop, review and refine product requirements
- Create user segmentation models, user personas and user scenarios from interviews, client data and market research
- Perform task analysis and develop user flows to support conceptual design
- Develop conceptual and high fidelity annotated wireframes for new and existing interfaces
- Coordinate and execute usability testing using lo and hi-fidelity wireframes, visual comps and prototypes
- Facilitate client meetings by reviewing design deliverables, tracking changes to requirements and design documents, and driving project decisions
- Coordinate with internal design and development teams to estimate time and resource needs for projects
- Manage and mentor junior designers on project strategy and client deliverables
- Conduct heuristic and scorecard evaluations for prospective clients in support of selling and winning new client engagements

June 2008–
Nov 2009

Interaction Designer

HighBeam Research, Inc.

Products: HighBeam.com, Bussiness.HighBeam.com, Encyclopedia.com, Answers.Encyclopedia.com, AccessMyLibrary.com

- UX lead on multiple sprint teams by overseeing front-end development, visual design, copy and executing interaction design deliverables
- Developed low and hi-fidelity wireframes to detail key user interactions and attain balance between business goals and end user needs
- Conducted usability testing for HighBeam's five information driven web products
- Conducted field research/ethnographies to acquire keen insights into user behaviors and perceptions
- Provided visual designs to development, product and business teams to communicate concepts and support business goals
- Composed and delivered detailed user interface notes to Quality Assurance teams to assist with pre-release product testing
- Created and managed a user experience metrics dashboard in order to track trends over time and track success and failure of UX implementations

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Jan 2008–
June 2008

User Experience Specialist

Performics/Google

Clients: Gevalia, Quill, Zazzle, FTD, iRobot, Argosy University, Bank of America

- Developed user experience strategies as part of conversion optimization initiatives
- Created user experience deliverables to support conversion optimization as a new business offering and service suite
- Provided clients with web site evaluations, competitive analysis, user personas, wireframes, mockups, landing page optimization plans and metrics dashboards
- Created and conducted presentations, discovery docs, project proposals and proof of concept docs for landing page optimization and user experience engagements
- Worked in conjunction with Consultants, Account Directors and Sales teams to develop SOWs
- Partnered with Research team for Field Studies and Ethnographies

Oct 2006–
Dec 2007

Product Analyst

DoubleClick

Products: Dart Search and Dart Natural Search

- Responsible for a product backlog; developed, prioritized and delivered user stories to front-end and back-end development teams
- Facilitated usability round tables to capture product feedback from clients and internal teams
- Performed usability testing to assist development teams
- Utilized user centered design techniques to assess product interface and provide recommendations
- Composed internal and client facing product release documentation
- Managed search engine relationship with MSN to keep product integrated with Microsoft's adCenter platform

Jan 2004–
Oct 2006

Client Services Account Manager

Claria Corporation

Clients: Blockbuster, Orbitz, United Airlines, University of Phoenix

- Coordinated with sales, marketing and client teams to process and launch targeted online advertising campaigns

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EXPERIENCE DETAILS

- Responsible for managing and ensuring success of top tier client advertising campaigns
- Developed ad creative optimization solutions for clients in order to increase conversions
- Analyzed ad campaign performance metrics and worked with sales managers to adjust ad placements in order to reach goals
- Partnered with VP of marketing to identify usability problems and develop solutions for software applications
- Coordinated with Sales Director in Tokyo Office to launch new business initiatives for clients in Japan
- Participated in daily tech team scrum meetings in order to align internal platform interface with user tasks, goals and needs
- Provided usability evaluation for newly launched external reporting tool being used by Claria clients
- Conducted user interface surveys and interviews in order to recommend solutions for Claria web applications

May 2003–
Jan 2004

Senior Business Services Manager

Participate Systems Incorporated

Clients: AARP, Cabelas, Cisco, Sony

- Managed team of online community moderators to support large increase in activity volumes on client message boards
- Composed and managed website production schedules to streamline client workload and meet deadlines
- Developed metrics dashboard and wrote in-depth metric reports for specific segments of client's main website content areas

Feb 2000–
May 2003

Business Services Manager

Participate Systems Incorporated

Clients: AARP, Cabelas, Cisco, Sony

- Developed online community initiatives that increased traffic by over 200% and participation by over 400%
- Created distinct programs: polls, expert events, monthly email newsletters, member recognition
- Analyzed website metrics and developed strategic recommendations for client
- Developed user interface solutions to enhance online community accessibility and navigation