

Austin Taylor

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Summary

An innovative Product Designer with a strong foundation in development, I excel at blending creative problem-solving with technical acumen to enhance user engagement. My approach combines functionally intuitive and aesthetically appealing design with a deep understanding of development processes, enabling seamless collaboration with engineering teams. Skilled in both design and coding, I craft products that are not only visually striking but also technically sound, enhancing user experience and accessibility. With a proven track record of tackling challenging projects, I am driven by a passion for creating holistic solutions that resonate with users and propel business success.

Skills & Expertise

- UX Design
- UX Research
- UI Design
- Interaction Design
- Conversation Design
- Stakeholder Management
- Project Management
- Rapid Prototyping
- Product Development
- Agile Development
- Research & Development
- Product Analytics
- Frontend Development
- API/Backend Development

Technology Profile

Figma, Adobe XD, Illustrator, Photoshop, InDesign, Balsamiq, draw.io, HTML5, CSS3, Sass, JavaScript, ES6, React, React Native, TypeScript, Node.js, Next.js, MongoDB, MySQL, PostgreSQL, RESTful APIs, Git, Vercel, C#, .NET Core, Azure, CI/CD, WordPress, Laravel, Homestead, Bitbucket, Docker, Postman, Git, Azure DevOps, Microsoft Office Suite.

Key Accomplishments

Qbit – Founded and launched a QR code and custom landing page service in response to market trends. Drove the project from concept to market, culminating in the acquisition of the first paying customers.

SMART Tag Resource Center – Pioneered the creation of a centralized resource center from scratch using Umbraco CMS, enhancing file accessibility and documentation efficiency for internal and external stakeholders.

SMART Tag Parent App – Spearheaded the design and cross-platform development of a comprehensive parent app, managing the project from initial research through to successful deployment in multiple app stores.

SMART Tag Tablet Solution – Successfully launched the first on-board tablet solution in the United States for pupil transportation, enabling school districts to improve safety, security, visibility, and communications for school bus transportation.

SMART Design – Built Figma design system for web portals and the SMART Tag Driver App, ensuring consistent product styling for new interface components resulting in higher iterations of product prototypes.

SMART Conduct – Served as a joint Project Manager and UX Designer, managing dependencies and deliverables as well as designing UI and leading front-end development of Angular-based web portal, allowing bus drivers to create digital referrals, replacing paper requirements.

SMART Print – Led interface design for SMART Print Windows application, creating proprietary print software for NFC ID cards utilized by the SMART Tag system.

Professional Experience

Qbit LLC, Austin, Texas

2021 - Present

Creator & Founder

February 2021 - Present

- Pioneered the Qbit service, conducting extensive market research to validate the demand for an integrated QR code and landing page solution.
- Designed the end-to-end user experience and interface, employing best practices in interaction design for web applications.
- Developed the core SaaS platform using modern web technologies, ensuring a robust and scalable service architecture.
- Executed all facets of marketing and sales strategies, driving initial customer acquisition and establishing a foundation for growth.
- Managed the product lifecycle from concept to launch, continuously iterating based on user feedback to enhance the service offering.
- Single-handedly orchestrated the project management, aligning product milestones with business goals for a successful market introduction.

SMART Tag, Georgetown, Texas

2012 - Present

Senior UX Designer & Project Manager

August 2012 - Present

- Responsible for SMART Tag's overall user experience, utilizing industry best practices for interaction design for web, software, and mobile application.
- Collaborate with product, sales, and engineering teams to identify and prioritize design that will impact the end user experience, delivering a range of customer and user experiences across Android apps, iOS apps, and web apps for SMART Tag.
- Conduct both quantitative and qualitative user research through one-on-one interviews, surveys, and observing users to understand their problems and ideate solutions.
- Rapidly prototype interfaces, moving from low fidelity mockups in Balsamiq, to high fidelity Mockups in Figma, quickly distributing consumable prototypes for multiple iterations.
- Overseeing the creation of the SMART Conduct Web Application. Managing an offshore team that is developing an API and Angular Application, ensuring the product meets stakeholder and customer requirements.
- Manage junior designers, providing direction and mentorship to ensure growth while delivering on graphic and design assets that align with the company's identity.

Software Developer

August 2012 - Present

- Responsible for developing and maintaining the front-end of the SMART Tag software suite facilitating product functionality, development, and exceptional user experience.
- Built ASP.Net MVC views and controllers, custom CSS styles, and JavaScript functions that aligned with the prototypes I designed for the SMART Tag products.

KeylessRide, Georgetown, Texas

2009 - 2012

Graphic Designer

March 2009 - August 2012

- Coordinate with cross-functional teams to deliver an exhaustive, detailed product catalog. Working under tight deadlines and ensuring catalog composition, layout and typography fit the brand identity.
- Worked with Verizon and Delphi in an agile environment to create the key fob functionality portion of their Delphi Connect. Built the key fob programming and function screens for their app, ensuring the screens fit the design requirements.
- Successfully manage and coordinate graphic design projects from concept through completion, creating vision, conceiving designs, and consistently meeting deadlines and requirements.
- Created and managed effective email campaigns through Constant Contact. Assessed and revised emails, improving open and conversion rates.