

# TAYLOR REGAN

## USER EXPERIENCE DESIGNER

### BACKGROUND

User Experience professional with over 10 years experience in the Internet industry. Industry experience includes Online Communities, Search Engine Marketing, Online Advertising and Marketing, Online Reference and Resource Information, Rich Internet Enterprise Applications. I am well versed in team dynamics and have had the fortunate opportunity to work at different capacities across multiple teams: Client Services, Account Management, Consulting Services, Product Management and User Experience. This diversity has enabled me to better understand the perspectives, needs and challenges of my colleagues and clients when working in collaborative environments. An engaged team player with a passion for the strategy, design, and development of compelling products.

### EXPERIENCE

- |                        |   |
|------------------------|---|
| Nov 2009–<br>present   | <b>User Experience Design Consultant</b><br>Roundarch, Inc. |
| June 2008–<br>Nov 2009 | <b>Interaction Designer</b><br>HighBeam Research, Inc.      |
| Jan 2008–<br>June 2008 | <b>User Experience Specialist</b><br>Performics/Google      |
| Oct 2006–<br>Dec 2007  | <b>Product Analyst</b><br>DoubleClick                       |

### EDUCATION

- |      |   |
|------|---|
| 2006 | <b>MS Human-Computer Interaction</b><br>DePaul University           |
| 1997 | <b>BA English Literature &amp; Psychology</b><br>Bradley University |

### SKILLS

- Information Architecture
- Interaction Design
- User Personas
- Ethnographic Research/Contextual Inquiry
- Task Analysis
- Use Cases
- Usability Testing and Reporting
- A|B and Multivariate Testing
- KPI and Metrics Analysis
- Product Evaluations
- Competitor Analysis
- ...and even more UCD methods

### AREAS OF INTEREST

- User Experience Strategy
- Designing for Emotion
- Rich Internet Applications
- Product Design
- Graphic Design

### SOFTWARE

- |             |                   |
|-------------|-------------------|
| • Photoshop | • Snag It         |
| • Fireworks | • Omniture        |
| • Axure     | • Windows         |
| • Visio     | • MS Office Suite |
| • Morae     |                   |

### CONTACT

**Taylor Regan**  
website: [uxdimensions.com](http://uxdimensions.com)  
mobile: 773.456.9768  
linked in: [my profile](#)  
twitter: [@Taylor\\_Regan](#)

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### EXPERIENCE DETAILS

Nov 2009–  
present

#### **User Experience Design Consultant**

Roundarch, Inc.

Products: Enterprise Applications for the United States Air Force

- Conduct contextual inquiries and interviews with Air Force employees and personnel in order to gather user requirements and determine design direction
- Develop high fidelity annotated wireframes and designs for new and existing rich internet applications
- Coordinate with Lockheed Martin Project Managers and key Air Force personnel to ensure end user requirements align with design deliverables
- Coordinate with internal design and development teams for conceptual design sessions and to ensure the end to end user experience of current projects supports overall vision and strategy

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 deliver detailed user interface notes to quality assurance teams to assist with pre-release product testing
- Created and manage a user experience metrics dashboard in order to track trends over time and track success and failure of user interface 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 suit
- Provided clients with web site evaluations, competitor 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