

# Taylor Simpson

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## SUMMARY

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Product Designer with 5+ years of experience bringing user-centered digital products to life. With a foundation in product management, UX, and a technical background, I take a detail-oriented, collaborative approach to solving real user problems. Working across the full product lifecycle – from research and strategy to design, launch, and continuous iteration, I have a passion for delivering engaging and intuitive experiences.

## PROFESSIONAL EXPERIENCE

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**Product Designer** **Aug. 2024 – Present**  
**Social Good Fund** Remote

Social Good Fund is a 501(c)(3) fiscal sponsor that supports mission-aligned projects with operational infrastructure. I'm part of a small cross-functional team working on one of their internally led initiatives: an iOS/ Android app designed to connect individuals seeking help with those offering support – whether through their time, skills, or donations.

- Delivering comprehensive UX specs – including user flows, wireframes, and copy that address core use cases, edge cases, and usability pain points. This has reduced the time from concept to launch by 40%.
- Collaborating closely with engineers and contributing my own code updates for minor UX and copy updates via Git, reducing implementation time for bugs and improvements by 20%.
- Owning in-app copy and contributing to marketing content – ensuring consistent, user-centred messaging across platforms to increase user comprehension and engagement.
- Conducting regression testing, logging bugs / UX issues in Linear, resulting in reduced downtime and user-reported errors by 60%.
- Built and maintain the marketing website in WordPress, helping improve traffic and ad performance through SEO and A/B testing

**Product Manager** **Sept. 2020 – Aug. 2023**  
**Lexir** Remote

Lexir is a B2B distribution and e-commerce SaaS platform for craft wine and spirit brands. It enables brands from around the world to enter the European market in a simplified way, providing tools and support for importation, warehousing, e-commerce integrations, last-mile delivery, analytics, and local sales partner connections.

- Led the development and release of Lexir's brand dashboard and e-commerce platform
- Built the go-to-market strategy, product roadmap, and developed key brand messaging
- Conducted user research, A/B tested, and translated requirements for a design and dev team of 5
- Regularly met with client brands and used data-driven insights to improve Lexir's offerings
- Created and managed marketing campaigns across various channels including email, social media, ads, blogs, events, SEO, influencer marketing, and community outreach
- Grew the client base by 8x and scaled the platform from 1 market to 6 markets in Europe
- Reduced implementation costs by 60% by streamlining development methods

**Product Manager** **Sept. 2018 – Apr. 2019**  
**Pedal Patrol** Kingston, Ontario

- Led a cross-functional team, designing, and developing a working prototype for a mobile app that reunites cyclists with their stolen bikes through crowdsourcing. Built with React Native for iOS and Android.
- Managed the team and client through the full product lifecycle from ideation to delivery
- The prototype was transitioned to a non-profit in Vancouver to continue its development

**Content Strategist****Apr. 2018 – Mar. 2019****QHacks**

Kingston, Ontario

- Developed and implemented marketing strategies for the biggest university event post-orientation week, attracting 1200+ applicants and \$100k+ in sponsorships
- Led external communications of the brand, writing, and editing copy for the website, dashboard, handbooks, emails, and ads
- Created the brand's first content style guide used by a team of 20 (and still used today)

**Software Developer****May 2018 – Dec. 2018****Orange Gate Consulting**

Toronto, Ontario

- Spearheaded a new company department researching and developing new applications for consumer robots. As a result, Orange Gate shifted its business focus to robot applications which are used in the financial services and automotive industries
- Created wireframes, user flows, and scripts based on leading practices in visual and conversational UX
- Built functional prototypes with Java, Kotlin, XML, JavaScript, and Node.js, using agile methodologies
- Presented prototypes to C-Suite client executives in Canada and the USA

**Student Ambassador, Growth****Sept 2016 – Apr. 2017****Grabb Mobile**

Kingston, Ontario

- Promoted a new food-ordering application expanding into a new market
- Increased adoption and customer engagement through campus events and social media
- Met with restaurant owners to discuss online ordering solutions for their locations

**EDUCATION & PROFESSIONAL DEVELOPMENT**

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**Queen's University****2015 – 2019****Bachelor of Computing, Computer Science, Specialization in Software Design**

Kingston, ON

- Teaching Assistant: Artificial Intelligence (CISC 352)
- Marketing Commissioner: Computing Students' Association

**Smith School of Business at Queen's University****2016 – 2020****Certificate in Business**

Kingston, ON

**BrainStation Toronto****2023 – 2024****UX Design Certificate**

Toronto, ON

**SKILLS**

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- Technical Skills: Python, HTML/CSS, JavaScript, Java, React.js, Node.js, Git, SQL, Jira, Linear, Confluence, Figma, Adobe Illustrator, Adobe XD, Microsoft Suite
- Other Skills: Data Analysis, Go-to-Market Strategy, Prototyping, Wireframing, Agile Development, Product Roadmapping, UX Design, Product Lifecycle Management, Digital Marketing, Marketing Analytics, Marketing Strategy, Market Planning, Marketing Campaigns, Copywriting

**ADDITIONAL INFO**

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- Awards:
  - o People's Choice in Human-Computer Interaction – Queen's Creative Computing Showcase (2018)
  - o Top 4 Hack – Hack the 6ix (2017)
- Fun Achievements:
  - o Game Show Winner – Splatalot
  - o Silver Medalist – Canada East Short Track Speed Skating Championship
  - o Guinness World Record – Largest Rubik's Cube Mosaic