Taylor Clinton

UX/UI Designer

📞 (262) 527 - 4524

✉ taytay22097@gmail.com

🌐 taylorclinton.com

in taylor-clinton139/

SKILLS & EXPERTISE

- UX/UI Design
- Interaction Design
- Visual Design
- Product Design
- Web & Mobile Design
- Responsive Design
- Accessibility (WCAG)
- Wireframing & Prototyping
- Information Architecture
- Creative Strategy
- Branding
- Concept Development
- Marketing Design
- Cross-functional Collaboration
- Design Systems
- Visual Identity Systems
- Typography
- HTML & CSS
- JavaScript
- Figma | Adobe XD | Miro

EDUCATION

University of Wisconsin – Madison

- BS, Communication Arts
- Certificate, Digital Studies
- Certificate, Gender & Women's Studies

VOLUNTEER WORK

Badgerland Pride Softball

2024 – Present

- Board Member
- Social Media Manager
- Web Designer

PROFILE

I design for humans… all of them. I'm committed to crafting digital experiences that are not only aesthetically engaging but also highly functional, accessible, and inclusive for all users, because great user experiences should never be a privilege. With 6+ years in UX/UI, product, and web design, I blend research-driven insights with creative problem-solving to craft intuitive solutions that enhance usability and foster meaningful user interactions.

WORK EXPERIENCE

UX/UI Designer | J. J. Keller & Associates | 2020 – 2025

Led end-to-end UX/UI design for multiple responsive web and mobile products, optimizing usability, accessibility, and visual consistency across platforms. Directed redesigns, conducted in-depth user research, and developed cohesive design systems, collaborating closely with product managers, developers, QA teams, and stakeholders to drive product success.

- **Earned 2 promotions within 5 years**, recognized for leadership in shaping UX strategy, implementing design systems, and championing accessibility improvements.
- **Transformed product interfaces**, streamlining task flows, enhancing visual hierarchy, and improving feature usability, resulting in a measurable boost in user engagement and satisfaction.
- **Led accessibility initiatives**, ensuring products adhered to industry standards, removing usability barriers, and expanding adoption among diverse user demographics.

Web Designer | Taylor Made Websites | 2019 – Present

Design and develop custom, responsive websites to enhance brand visibility, audience engagement, and business growth for small businesses and creative entrepreneurs. Manage the full design lifecycle, from research to execution, ensuring seamless user experience (UX), accessibility, and visual appeal.

- **Designed and launched The Big Gay Market website** that increased event attendance, merchandise sales, and secured local business sponsorships.
- **Developed a fully responsive platform for Integrative Healing LLC**, enabling seamless online booking, service descriptions, and enhanced customer engagement.
- **Created a custom portfolio website for The Rat Tail Taxidermy** to showcase artistry and expertise, resulting in a significant increase in customer inquiries and bookings.

Web Development Intern | Colony Brands | 2019

Supported website updates and maintenance for multiple brands, ensuring seamless functionality and brand alignment.

- **Worked within Salesforce** Business Manager and Staging to implement web changes and updates.
- **Collaborated with development and brand teams** to ensure web changes met brand guidelines and functional requirements.