



Digital designer and front-end developer based in Saint Petersburg, FL with agency experience focused on user experience and visual content creation.

<p><b>CONTACT</b></p>	<p><b>EXPERIENCE</b></p>
<p>812.972.5509  taylor@tayloracox.com  tayloracox.com  github.com/tayloracox</p>	<p><b>RAYMOND JAMES // INTERACTIVE DESIGNER OCT 2017 - PRESENT</b></p> <ul style="list-style-type: none"> <li>• Led concepting efforts for redesign of a major investment tool and collaborated with developer team to ensure proper implementation of concepts</li> <li>• Concepted and implemented restructuring of complex and branch websites throughout all of the Raymond James and Associates brand</li> <li>• Formulate concepts, develop and design a variety of web sites and user interfaces for the global brand</li> <li>• Develop interactive media such as digital advertisements, websites, and animated components for both internal and external utilization, leveraging HTML, CSS, JavaScript, ASP, and Sitecore CMS</li> <li>• Collaborate with senior managers as a member of the Brand Review Committee to determine best practices for the corporate brand style guide and monitor usage of these practices throughout the agency</li> <li>• Create interactive prototypes and journey maps showcasing optimal user experience based off of data garnered from surveys and reports</li> </ul>
<p><b>PROFICIENCIES</b></p>	
<ul style="list-style-type: none"> <li>• Adobe Creative Suite</li> <li>• Bootstrap</li> <li>• HTML/CSS</li> <li>• Invision</li> <li>• JavaScript</li> <li>• React</li> <li>• Sass</li> <li>• User Experience</li> <li>• WordPress</li> <li>• WPEngine</li> </ul>	<p><b>STATWAX // DESIGNER &amp; DEVELOPER OCT 2016 - MAY 2017</b></p> <ul style="list-style-type: none"> <li>• Designed wireframes and interactive mockups for B2B and B2C clients</li> <li>• Managed design and development sides of conversion rate optimization team using Optimizely for testing and measurement</li> <li>• Developed responsive websites and landing pages using WordPress</li> <li>• Oversaw and facilitated distribution of client projects and workflow for the creative team</li> <li>• Led rebranding project for agency's digital and print materials</li> </ul>
<p><b>EDUCATION</b></p>	
<p><b>UDACITY</b>  February 2018 - Present  Mobile Web Specialist  Nanodegree</p>	<p><b>BLASTMEDIA // DESIGNER &amp; DEVELOPER JAN 2015 - SEP 2016</b></p> <ul style="list-style-type: none"> <li>• Designed promotional material packages for events including e-mail newsletters, invitations, and social media assets</li> <li>• Created visual content including infographics, illustrations, social media assets, and e-books</li> <li>• Collaborated with team members and the executive team to develop and implement agency rebranding</li> <li>• Developed responsive websites and landing pages using WordPress</li> </ul>
<p><b>THE IRON YARD</b>  September 2017  Front-End Engineering</p>	
<p><b>BUTLER UNIVERSITY</b>  May 2015  Bachelor of Arts  Digital Media Production, Art + Design, and Strategic Communication</p>	<p><b>VOLUNTEERING</b></p> <p><b>SUNCOAST DEVELOPERS GUILD</b>  Kids Academy Co-Organizer</p> <p><b>KAPPA ALPHA THETA - ETA TAU</b>  Education Advisor</p> <p><b>GIRL DEVELOP IT!</b>  Social Media Manager</p> <p><b>ST. PETE CODER DOJO</b>  Teaching Assistant</p>