

RON TAYLOR

EXPERIENCE DESIGNER

☎ 425-221-1605
@ ron@ronctaylor.com
🌐 www.ronctaylor.com

EXPERIENCE

- **Principle Customer Experience Designer**

Smartsheet • Sep 2020 - Apr 2022

My primary goal was to help define and transform the digital customer experience by evangelizing CX methodologies and translating our brand promise and values, into exceptional moments of truth at every customer touchpoint. I formed the first CX pilot and trained/mentored a team of CX product analysts utilizing CX metrics, KPIs and business plans to measure, map and design end-to-end customer experiences.

- **Senior UX/UI Designer**

Smartsheet • Jun 2012 - Mar 2020

I worked closely with marketing, product and engineering to design and deploy UX/UI for flagship features, helped design overall visual language and design systems, establish and promote a HCI process and design principles, designed and coded the Smartsheet website, designed the first IOS and Android apps, helped shaped design brand/vision, from a small startup (30 employees) to a publicly traded company with over 2000 employees.

- **Co-Founder/CEO**

HxStory • Feb 2009 - Aug 2012

I Co-founded HxStory to bring beautiful design to meaningful use in the clinical setting. HxStory was a bolt-on application, providing physicians with a rich, visual timeline of a patient's Continuity of Care Record (CCR).

- **Product Manager - Telehealth**

GCI - Telehealth • Nov 2006 - Jun 2012

Helped develop and deploy Telehealth products and strategies for the clinical and behavioral health markets. We deployed secure fiber and VSAT network solutions to hospitals and health corps through Alaska and the lower 48.

- **Product Manager - Designer**

ConnectMD EHR • Jun 2005 - Oct 2006

Project and Product Management, Clinical Research, UX/UI design, Test, Dev team management. ConnectMD was a very early SaaS Electronic Health Record (EHR) with a patient portal.

- **Product/Project Manager**

RIVDA Consulting • Nov 2002 - Jun 2005

Research, Scoping, Product Design, UI design, requirements gathering, proposal development (RFP), Project and Product Management (SDLC) for various clients: mortgage and real estate, healthcare, technology, finance.

EDUCATION

- **Forrester CX Pro 1**

Jan 2020

- **General Assembly - UX Design**

Mar 2016

- **University of Phoenix - Business Admin**

Jun 2003

SKILLS

UX Design (HCI)
CX Design - Holistic
Brand Design

Visual Language / Design Systems
Information Architecture
Wireframes / Mockups
Responsive / Mobile Design
Prototyping & Usability Testing

Customer Journey Mapping
Voice of the Customer (VOC)
CX Metrics
Design Principles
Heuristic Analysis

TOOLS

Sketch
Figma
InVision
Illustrator
Miro
HTML/CSS