

Taylor Ward

TJayeward@gmail.com | 512-638-7886 | [LinkedIn](#) | [OtterlyUX.com](#)

Professional Summary

Dynamic UX/UI Designer and IT Professional with a Master's in User Experience and a Bachelor's in Marketing, skilled in data analysis, project management, and public communication. Proven track record of collecting and interpreting complex data to create user-centered solutions, as demonstrated in redesigning websites and analyzing client needs for medical aesthetics training, resulting in enhanced engagement and operational efficiency. Experienced in coordinating cross-functional teams, managing executive schedules, and developing marketing campaigns that drive growth, with a diverse background spanning AI training, IT management, social media management, and e-commerce operations. Adept at identifying administrative challenges, recommending process improvements, and fostering effective stakeholder relationships to support organizational goals in fast-paced environments.

Professional Experience

Freelance UX/UI Designer
Otterly UX

January 2025 - Present
Remote

- Founded and operates a freelance UX/UI design studio specializing in websites, branding, and digital experiences for small businesses and healthcare organizations.
- Lead projects from discovery through launch, including UX research, information architecture, wireframing, high-fidelity UI design, responsive development, QA testing, and client training.
- Design and develop custom websites using Wix, Squarespace, Framer, Shopify, and other modern website platforms.
- Translate business goals into user-centered digital experiences that improve lead generation, usability, accessibility, and overall customer experience.
- Conduct stakeholder interviews and collaborate closely with business owners to define project scope, user needs, and long-term digital strategy.
- Create scalable design systems, reusable components, and responsive layouts optimized for desktop, tablet, and mobile devices.
- Implements accessibility best practices (WCAG), SEO foundations, analytics, and conversion-focused user flows.
- Manages multiple client engagements simultaneously while overseeing project timelines, deliverables, and client communication.
- Develops visual identities, marketing websites, membership platforms, and e-commerce experiences tailored to each client's goals.
- Successfully delivered websites for healthcare, assisted living, education, landscaping, retail, and service-based businesses.

Executive Assistant and UX/UI Designer
RSMD Medical Aesthetics

January 2025 - August 2025 (Contract)
Santa Cruz, CA

- Led the complete redesign of the RSMD Training website ([RSMDTraining.com](#)), collaborating closely with Dr. Rebecca Small to analyze Botox clinic client needs and create a tailored platform to enhance Botox training services, significantly improving user engagement and training accessibility.
- Managed all executive meetings, ensuring seamless coordination, agenda setting, and follow-up actions to support Dr. Small's leadership and business operations.

- Oversaw Dr. Small's personal and professional schedule, optimizing time management and ensuring alignment with clinic priorities and personal commitments.
- Handled Dr. Small's email communications frequently, organizing inquiries, scheduling appointments, and maintaining clear lines of communication with clients and stakeholders.
- Introduced and implemented ClickUp as a new project management tool, streamlining workflows, task assignments, and team collaboration across the organization.
- Managed the video editor and video assets, overseeing production, editing, and distribution of training content to support marketing and educational goals.
- Built and executed email campaigns and social media campaigns, tracking performance metrics to assess engagement, conversions, and ROI, driving targeted growth for the clinic's online presence.

Marketing and Snow Reporter
Wolf Creek Ski Area

September 2024 - Present
Colorado

- Updated [Wolfcreekski.com](https://www.wolfcreekski.com) hosted on Wordpress with the Ski Report, Grooming Report and local events.
- Created and Sent Marketing emails on Sendy to about 13,000 people with an average of 33% Unique Opens.
- Helped manage Instagram for Wolf Creek Ski Area with a following of 60,000.
- Created script from snow report in order to do informational radio and voicemail recordings.
- Updated Onthesnow.com, [Snocountry.com](https://www.snocountry.com), Deepersnow.com and international snow sites <https://www.snow-forecast.com/> and <https://www.skiresort-service.com/en/>.
- Took frequent customer calls about hours of operation, ticket sales, ski and snowboard packages, lost passes/ticket confirmations and recommending different options for their stay.
- Created fully detailed snow reports with forecasts on daily weather and news on what lifts are operating and what trails are groomed.

UX/UI Designer
Issio Solutions

July 2022 - May 2023
California

- Researched and interviewed Nurse Managers to identify UI solutions for various scheduling issues.
- Lead design and prototyping for "Weekly Templating" scheduling software for VA Hospitals, increasing efficiency by allowing users to create mass weekly templates.
- Collaborated with development and design teams on whiteboards and online meetings to brainstorm and provide design ideas and prototypes.
- Applied the UX/UI processes to create efficient user flows, sketching, wireframing, hi-fidelities and prototyping to solve complex user issues and add value to the platform based on user pain points.

UX/UI Designer and Researcher
Avocademy

October 2021 - August 2023
Remote

- Volunteered with the non-profit, "Be The Light" to conduct a complete website redesign and rebranding. Including logo deconstruction and creating a mission statement that will encourage donations towards suicide awareness, and help people get the help and resources that they need.
- Designed a mobile app focused on accessibility for long distance relationships through a case study project.
- Utilized user research, information architecture, user flows, interaction design, visual design, wireframing, and user testing to support user needs and address business challenges.
- Managed clients and design teams, defined deliverables, set schedules, and met all deadlines.
- Presented storyboards and site maps to the Executive Director explaining the "why" behind each function.

Meta AI Data Tagging Team Lead
TaskUs

April 2020 - August 2022
Texas

- Created professional presentations based on Meta data collected while training the Civic Integrity AI to tag posts for political and social issues.
- Coached and trained teammates on personal career goals and administered quarterly performance reviews.

- Took part in the hiring processes and interviewed teammates to join our Disney+ Campaign, ensuring positive cultural integrity and strong work ethics.
- Improved digital processes, resulting in faster topic tagging and increased accuracy on the AI calibration project.

Facebook Portal Customer Experience Team Lead

September 2018 - April 2020

TaskUs

Texas

- Managed social media response to the Facebook Portal integrated into Facebook and Twitter. Included step by step instructions on fixing tech support issues as well as responding to positive and negative comments.
- Led a team of 50 support specialists, providing technical assistance for Facebook Portal devices, ensuring high customer satisfaction and swift issue resolution.
- Developed and implemented training programs to improve team knowledge of Facebook Portal products and troubleshooting techniques.
- Monitored performance metrics and provided regular feedback to team members, resulting in a 40% reduction in average resolution time.

Business Owner

April 2018 - August 2020

Butterfly Effect 13

Texas

- Developed and maintained an e-commerce website, including user experience optimization and SEO strategies to drive traffic and increase sales.
- Designed, created, and sold unique stained-glass ornaments through an online platform, managing product development, social media content creation, and sales.
- Handled all business operations, such as inventory management, customer service, and order fulfillment, ensuring a high level of customer satisfaction.

Skills

Technical: Figma, Wordpress, Sendy, WCAG (Section 508), Miro, Prototyping, Wireframing, UX Research, User Interface Design, Rive, HTML, CSS, Adobe Photoshop, Canva, Microsoft and Apple Products, ClickUp, Jira, Zeplin, Survey Monkey, Social Media Management, ShowIt, Framr, Squarespace, Microsoft Excel (Data Analysis), Google Analytics (Campaign Tracking), PowerPoint (Presentations), Outlook (Email Management), Zoom (Virtual Meetings), Adobe Premiere Pro (Video Editing), Mailchimp (Email Campaigns), IT Management

Education

Master of Science in User Experience

May 2024

Arizona State University

- User Experience, Process Improvement, Cross Media Design Solutions, Data Analytics

Bachelor of Science in Marketing and Consumer Behavior

May 2023

University of North Texas

- Social Media Marketing, Journalism, Hospitality, Ethics

Associate in Business Administration

June 2022

Austin Community College

- Small Business Management, Business Ethics, Human Organization Behavior