**Taylor Loredo-Payberah**

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**About Me**

I’m an energetic, creative product designer with three years of experience across various industries, specializing in reimagining workflows, rapid prototyping, and UI design. Skilled in user research, I conduct interviews, surveys, IA studies, and usability testing to understand user needs. My product design strategy experience includes leading client workshops in-person and remotely using Miro and Mural**. With expertise in design operations, I've reimagined UX systems, updated processes, and trained teams. I tackle complex challenges with a positive, can-do attitude alongside clients and teammates.**

**Professional Experience**

**Associate UX Designer** – RESPEC Feb. 2023—present

* Reimagined product to address **50+ design issues led to a 20% increase in user satisfaction**.
* **Created a design system leading to a 50% reduction in time** spent searching for UX resources.
* Mentored a team on **responsive design, user-centered design, and usability best practices**.
* **Established a mobile app for millennials** with gamified learning to reduce debt and save effectively.
* **Developed educational illustrations and infographics**, including history and events in the U.S.
* Partnered with Signify Health of CVS to **improve In-Home Evaluation conversion by 25%.**

**Product Designer** – Insightful UX Aug. 2022—Feb 2023

* **Designed interactive prototype in Figma for Zest Health,** for their mindfulness app for busy professionals.
* **Transformed the purchasing experience for Yolke, a retail mobile app, resulting in a 20% increase** in sales and customer satisfaction metrics.
* **Reimagined a Real Estate information system, a software product for Regent, leading to a 20% boost** in production and sales tracking for agents.

**UX Design Intern** – Dialexa (an IBM company) May 2022—Aug. 2022

**A Desk Reservation App for Dialexa**

* **Led a team of 4 in generative research and design sprints,** producing wireframes to create a desk reservation service for Dialexa
* Collaborated with a team of 12 **to understand technical constraints and ensure designs are feasible and scalable**, creating a responsive web application that rolled out in August of 2022.
* **Validated design concepts based on feedback** from users and stakeholders through 5 usability tests.

**Created Training Materials for John Deere**

* **Co-led 3 workshops to redesign** the new employee training experience
* **Created over 50+ hand-drawn isometric illustrations** for the new training materials

**Skills**

* **Adobe Creative Cloud:** After Effects, Illustrator, Photoshop
* **Prototyping Tools:** Figma, Sketch, Tableau, IA, Responsive Design, Design Systems
* **Usability Tools:** Qualtrics, UserTesting, Google Forms, Optimal Workshop
* **Collaboration Tools:** MS Teams, Figjam, Slack, Mural, Miro
* **Development Process:** Agile, Scrum, Design Sprints, Design Studios, Design Workshops

**Education**

* **MA in Interaction Design** at UNT Dec 2024
* **BFA in Fine Arts: Experience Design** at UNT May 2022