

Alistair Taylor

✉ altaylordigital@gmail.com in LinkedIn

Current role

Senior Product Designer at TrustedHousesitters

Technologies

Figma, Amplitude, Hotjar, Wireframe, JIRA, Notion, Sketch, Photoshop, CSS, HTML

I want to work for a company that...

Puts users at the heart of the product development process.

Work experience

Senior Product Designer, TrustedHousesitters 🏠

Jan 2023 – Present (1y 7m)

Global membership based marketplace service for Pet Sitting

Figma

Amplitude

Hotjar

- Led design efforts in the growth-focused C&M team, driving top-of-funnel registration rates, conversion, and retention.
- Collaborated with cross-functional teams to shape product vision and strategy using growth-driven design principles.
- Worked across both the web platform as well as the native app
- Conducted user research and analyzed feedback to uncover pain points, user needs, and growth opportunities.
- Utilized data-driven insights to optimize user experiences, working closely with Product Managers.
- Implemented A/B tests in collaboration with Data Analysts, leveraging data analysis to enhance product features and user flows.
- Ensured seamless implementation of designs and maintained brand consistency through close collaboration with developers and QA engineers.
- Promoted a user-centered design approach by facilitating collaborative and innovative design workshops.

Senior Product Designer, EVERPRESS 🏠

Dec 2021 – Jan 2023 (1y 1m)

Figma

Amplitude

Hotjar

- Led end-to-end product development process, resulting in a 10% increase in sales conversion rate
- Conducted extensive user research to identify pain points and issues
- Facilitated 'Card Sorting' sessions with customers to enhance information architecture
- Enhanced key user journeys through rapid prototyping, user testing, and iteration
- Contributed to the development of a comprehensive design system
- Utilized data from Amplitude, HotJar, Optimize, and Google Analytics for informed design decisions
- Led Agile ceremonies to refine design changes and collaborated with team

Freelance Product Designer, Self-employed 🏠

Jan 2019 – Jan 2022 (3y)

- Worked in various environments such as agencies, corporate companies, fin-tech startups, and in house product teams
- Managed projects including native apps, web apps, payment platforms, and large-scale I/A projects

- Assisted companies with lower 'UX maturity' by involving users in the process to achieve outcomes
- Customized methodologies for each project, ensuring success across different projects and settings

Senior Product Designer, thortful 🏢

Sep 2021 – Dec 2021 (3m)

Figma Wireframe JIRA Notion

- Led product design for the 'Discovery' squad, collaborating with the 'product trio' and team members
- Managed design projects across iOS, Android, and Web platforms
- Implemented a continuous discovery process with regular research days to involve users in design decisions
- Executed customer-focused end-to-end design processes
- Successfully tackled both well-defined and ambiguous design challenges through iterative methods
- Created a new visual identity and design system

Product Designer (contract), Flippa.com 🏢

Jun 2020 – May 2021 (11m)

- Led design for key features, notably the listing creation user flow, resulting in a substantial improvement in launched listings
- Defined the design process for our team and collaborated with executives
- Thrived in an Agile environment, contributing actively to product development
- Managed the complete product design lifecycle from discovery to implementation
- Initiated the creation of the platform's design system

UI Designer & Creative Lead (Contractor), CPA Australia 🏢

Jun 2019 – Oct 2019 (4m)

Sketch Photoshop Figma

- Designing digital products to aid CPA Australia's member experience
- Consulting with exec level SLT members
- Mentoring coaching team members to up-skill Digital Design abilities
- Ensuring the quality of all digital assets produced internally and via third parties met CPA Australia's standards

Designer, Liquid Light 🏢

Feb 2018 – Jan 2019 (11m)

- Completed the end-to-end design process, working directly with clients
- Followed an iterative approach to solve design problems
- Developed robust information architectures for large scale platforms
- Worked with clients to create new brand and visual design identities
- Created detailed style guides and component libraries to help clients communicate their new visual language
- Created pixel perfect, accessible visual designs
- Worked closely with developers throughout the design process

CSS HTML Sketch Photoshop

- Guided the delivery of smart, intuitive and easy-to-use products including chatbots, web apps, native apps and websites
- Developed the teams iterative UX Design process consisting of discovery, definition and design phases
- Drew upon a large 'toolkit' of UX methodologies, fit for each project
- Provided front-end development, working with HTML5, Sass & frameworks such as Bootstrap & Foundation
- Worked with huge names such as LEGO, Xbox and Tesla

Designer & SEO Specialist, SUSSEX SEO LTD

Mar 2015 – Feb 2016 (11m)

- Managed my own client base
- Designed SEO focused websites
- Defined information architecture and content strategy to maximise SEO potential
- Implemented technical on-page SEO methods
- Performed off-page link building
- Conducted in-depth SEO audits

Junior Digital Designer (Placement year), Absolute Radio

Sep 2013 – Aug 2014 (11m)

- Designed micro-sites for huge clients such as Guinness, Amazon & 20th Century Fox
- Developed designs using HTML5 & CSS3
- Created digital assets inline the Absolute Brand other major clients brand guidelines
- Designed assets for a large range of apps and the main Absolute Radio website
- Contributed to social media coverage at festivals and events
- Photographed celebrity guests to support social media

Education

University of Brighton

Sep 2011 – Present (12y 11m)

Undergraduate (2:1) BA Digital Media Design

- Usability Evaluation
- UX Design
- Website Design and Development
- Usability Evaluation
- Human Computer Interaction
- Principles of Marketing
- 3D Graphics & Animation
- Authoring Multimedia Applications
- Focused my final year dissertation on a end-to-end UX project and received a 78% 'First' grade

Snippets

My Portfolio @ altaylordigital.co.uk

Feel free to browse my personal website, some areas password protected:

User: welcome

Pass: altaylordigital

Please note I haven't had the time to add my most recent work. I'd be happy to run through anything on a call.

More about me

I like to work with people who...

Have a low ego, love to collaborate, and respectfully challenge decisions and ideas in a friendly way.

Right now I'm learning...

More about product strategy and product management.

I want to work for a company that...

Puts users at the heart of the product development process.

Interests

Photography

Guitar

Music production

Hiking

Fishing