

Taylor Grant

UX/UI DESIGNER
COMMUNICATIONS DIRECTOR
PROJECT LEADER

WORK EXPERIENCE

UX/UI DESIGN LEAD + COMMUNICATIONS DIRECTOR CONSULTANT COUNTY OF LOS ANGELES | 2013 - 2022

Led teams and oversaw over 120 projects in roles of UX/UI Designer, Project Leader, and Communications Director. Responsibilities include:

- Interfacing with business managers and executives to lead discovery sessions, develop project requirements, and refine business and application goals
- Serving as UX/UI Creative Director for a multitude of public-facing products
- Leading project management including resource and asset allocation, budget and timeline estimating, milestone management, asset and vendor coordination, testing, training, and implementation
- Collaborating with and leading communication between interagency teams to facilitate implementation of UX designs, software development, meetings of deadlines and milestones, and maintaining budget
- Creating usable user interfaces, prototypes, and interactive presentations to facilitate demonstration to users, developers, and executives for testing, acceptance, and development of viable user interface products

PROJECT EXAMPLES

- UX/UI Design and development of over 52 LA County public facing websites
- Board of Supervisors Public Meeting and Voting Management UX/UI
- Unified Data Center Branding and Launch Project Management
- My LACounty Employee Portal UI Design
- UX and Branding design for ELEVATE Equity website and filing system
- UI design for Information Technology Service Request and Help Desk Portal

PROJECT HIGHLIGHTS

Interactive Directory Kiosk for Kenneth Hahn Hall of Administration

When the Board of Supervisors for the largest county in the nation wanted to replace black push-letter directories in Los Angeles County's historic Kenneth Hahn Hall of Administration, I was tapped to create an intuitive user interface that would assist the public in finding the services they needed and direct them to the right location. After four months, the firm chosen by the Board to develop the directory software from my UI design had delivered neither code nor prototypes. The Board's Chief Deputy asked if I could broaden my responsibilities to take over the entire project by assembling and leading a team to complete the project in just 6 weeks so he could meet the original project requirements and deadline provided to the Board. I led my team to develop an award-winning UI, custom mapping software, and intuitive directory of services, on time and on budget. Unique features allowed the Board to showcase staff and services, partner with restaurants and local venues to provide directions and generate ad revenue, provide traffic and transportation information through an interface with the LA Metro system, as well as incorporating ADA compliance with a custom accessibility interface.

Los Angeles County Websites Conversion and Redesign

Leading a \$20 million conversion of all County websites from an outdated legacy mainframe platform to a modernized, mobile-friendly and user focused CMS included coordinating requirements from more than 40 autonomous County departments and meeting the demands of hundreds of business managers, executives and IT professionals. Skeptical stakeholders had experienced turnaround from the county's own Internet Development Division of 18-24 months with departments queued up behind one another with development of a single site taking years. Using modern design and prototyping tools, I reduced the turnaround time to 8-12 weeks average, and designed intuitive user interfaces particular to the image and needs of each department while implementing sites that staff could easily maintain. Leading the successful completion of the conversion allowed the County to not only upgrade to an attractive, responsive, easy-to-use interface for their citizen customers, but saved millions of taxpayer dollars in software, support, and development costs.

Scan the QR code to view these and other projects in my portfolio.

SKILLS

PROJECT MANAGEMENT

- Lead discovery and collaboration sessions for executives, managers, line staff, and customers
- Manage budgets and schedules
- Write business and technical requirement specifications
- Create project briefs and workflows
- Lead technical and design teams
- Manage workflows, assets, staff, and resources
- Coordinate communication between diverse organizational entities
- Bring software, applications, and projects to market/implementation

UX/UI DESIGN

- Lead UX/UI creative design
- Prototype user interface products
- Present UX/UI designs to executives and focus groups
- Ensure UX/UI continuity and quality throughout development and deployment
- Direct the development of prototypes and assets using design and collaboration tools such as Adobe Creative Suite, WordPress, Figma, Sketch, and Invision
- Experience with a wide variety of platforms including web, mobile, SaaS, and mainframe

COMMUNICATIONS DIRECTION

- Branding and marketing
- Advertising and social campaigns
- Publication design and writing
- Communication strategies

EDUCATION

BACHELOR OF SCIENCE
Management Information Systems
UNIVERSITY OF TAMPA | 1985
MAGNA CUM LAUDE

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WORK EXPERIENCE continued

CONSULTANT

COVERED CALIFORNIA | 2011 - 2014

Provided marketing, information technology, and web development consulting services to the Covered California Health Plan.

Responsibilities included:

- Leading creative direction of marketing and advertising plans and creative assets
- Overseeing development of websites and UX/UI for broker management tools
- Managing schedules and budgets for implementation of consumer and business outreach

CONSULTANT

WORD & BROWN INSURANCE | 2006 - 2011

Provide web development, marketing and creative direction consulting for largest insurance broker in California.

Responsibilities included:

- Ideating and leading development of new broker training academy. Led UX/UI design, development, and marketing of website launching training classes which sold out in less than 3 hours of launch
- UX/UI design for a multitude of websites and online consumer and broker tools
- Provided creative direction and assets for all marketing programs including out-of-home advertising, advertising campaigns, consumer publications and online marketing
- Developed consumer interface strategies and materials for new product launches including health portals and wellness programs

CREATIVE DIRECTOR

HEALTH ON HAND/IMAGE FACTORY | 1998 - 2006

As owner of this creative agency, led staff in development of marketing and communications services, wellness program development and website and application design for a number of government and corporate clients.

Notable projects include:

- Diabetes management program creation and development for Rite Aid Pharmacies, producing over 3 million pocket diabetes guides distributed nationwide to consumers
- Served as agency of record for Universal Health Care, providing all advertising, marketing, and member communications, leading growth of company from 700,000 members to 5 million members in 4 year period. Provided management of efforts for plan's NCQA accreditation

INFORMATION TECHNOLOGY MANAGER

COUNTY OF LOS ANGELES | 1990 - 1997

Served as a Information Systems Manager and Analyst for County of Los Angeles Departments.

Responsibilities included:

- Overseeing development of first Child Abuse Hotline tracking system in the nation
- Leading UX/UI development for a Courthouse kiosk, the first of its kind in a public facility
- Created and managed User Technology Conferences, partnering with vendors to create a forum to present new technologies to thousands of county employees, both technical and non-technical

ASSISTANT DIRECTOR OF HOUSING

UNIVERSITY OF CALIFORNIA, IRVINE | 1989 - 1990

Served as Assistant Director of Housing with main duties including development of all Housing publications, management of Housing assignment database application, and management of over 50 Housing staff.

Responsibilities included:

- Conversion of Housing publication development from paper art boards to digital creation including hardware and software selection and installation, staff training, and workflow integration
- Update and management of Housing Assignment database application
- Coordinating students' interface with Housing systems and staff including service evaluations, Housing lottery system automation, and assignment appeals

SYSTEMS DESIGN ANALYST

STATE OF FLORIDA | 1984 - 1988

Led development of information technology applications for the State of Florida Department of Health and Rehabilitative Services.

Responsibilities included:

- Leading transition from mainframe terminal usage to personal computer implementation across the state, including hardware configuration and installation, application development, and training materials development and management for over 5000 state employees
- User Interface Design for over 25 state and local information systems including writing user requirement specifications, managing application development staff, conducting user acceptance testing, and implementation
- Design and development of state application to replace manual appointment scheduling for public assistance - a process that reduced time to compile reports from two weeks to 2 days for public assistance regional offices, awarded a Governor's Service Innovation Award

PROFESSIONAL REFERENCES

GENERAL MANAGER

Los Angeles County Information Technology Service

Dave Wesolik
dwesolik@isd.lacounty.gov
310-259-1193 (cell)

DIRECTOR & PRODUCER

Universal Television

Dianne Houston
diannehouston22@icloud.com
323-664-3534 (cell)

DIRECTOR

Los Angeles County Internet Development

Crystal Cooper (ret.)
cmcooper213@yahoo.com
323-496-1104 (cell)

ASSISTANT REGISTRAR-RECORDER

Los Angeles County Department of Registrar-Recorder

Jeremy Gray
jgray@rrcc.lacounty.gov
323-236-5351 (cell)

CHIEF INFORMATION OFFICER

Los Angeles County Public Defender

Mohammed Al-Rawi
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562-256-4582

COMMUNICATIONS DIRECTOR

Los Angeles County District Attorney

Jean Guccione
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213-257-2970