**TAYLOR ROSE**
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**Professional Summary**

Versatile Senior Product Designer with over 10+ years of experience in Product Design specializing in creating well-crafted, user-centric designs. Adept at independently exploring concepts and delivering simple solutions to complex user problems. Demonstrated expertise in leading cross-functional teams, leveraging research, and data-driven insights to inform design decisions.

Known for creative excellence, customer acumen, and a deep understanding of user expectations, behavior, and industry trends. Proven track record of delivering impactful products and features that drive meaningful business outcomes.

**Professional Experience**

**Senior Product Designer**
*Kroger Technology & Digital*
*Jan 2021 – Present*

* Designed and delivered multiple successful product features that drove significant business impact, combining creative excellence with customer-focused strategies.
* Independently organized, structured, and executed complex design projects with overlapping organizational lines.
* Applied a deep understanding of user expectations and behaviors to inform intuitive and scalable solutions.
* Developed and delivered detailed presentations to stakeholders across all business levels, clearly communicating complex concepts and strategic insights.
* Partnered with cross-functional teams to explore and articulate design concepts, leveraging prototyping to clarify nuanced decisions.
* Played a critical role in maintaining and contributing to the organization’s design system, ensuring consistency and scalability.
* Thrived in ambiguous situations, quickly adapting to the varying working styles of partners while maintaining focus on user needs.
* Utilized Figma as a primary tool for design creation, prototyping, and collaboration with stakeholders.

**Senior UI Designer**
*Onsite P&G at Kaleidoscope Innovation - Olay*
*July 2020 – Jan 2021*

* Created high-quality, detail-oriented UI designs that elevated user interaction and satisfaction.
* Worked independently to conceptualize and deliver solutions to complex user challenges, demonstrating creative and technical expertise.
* Led the design process from UX wireframes to final implementation, ensuring alignment with business and user needs.
* Collaborated across marketing, UX, and development teams to implement innovative, data-informed solutions.

**Marketing Designer**
*Eyecare on the Square*
*June 2013 – Jan 2019 (Freelance)* | *Jan 2019 – July 2020 (Full-Time)*

* Designed a wide range of marketing assets and interfaces that enhanced brand recognition and drove product purchases.
* Consistently produced deliverables showcasing creative excellence, meeting and exceeding stakeholder expectations.
* Supported website UX design and user interface improvements, leveraging data insights to guide design decisions.

**Visual Designer**
*MadTree Brewing*
*Feb 2018 – Jan 2019*

* Drove branding improvements across digital and physical channels, ensuring a consistent and cohesive user experience.
* Integrated A/B testing results and user feedback into iterative design processes, achieving measurable improvements in engagement.

**UI Designer**
*The Kroger Company*
*Jan 2015 – Feb 2018*

* Delivered a broad range of UI/UX concepts and solutions, ensuring coverage of edge cases and scalability for future updates.
* Led the creation of custom design elements, including interactive features and large-format assets like billboards, contributing to brand success.

**Graphic Designer**
*PrintManagement, LLC*
*Oct 2011 – Jan 2015*

* Created over 100 publications and marketing materials, blending technical skills and creative problem-solving to deliver outstanding results.

**Skills**

* **UX/UI Design:** Wireframing, Prototyping, User-Centered Design, Interaction Design
* **Strategic Design:** Product Design, Branding & Identity, Design Systems, A/B Testing, Luma Certified
* **Tools:** Figma, Adobe Creative Suite, Design System Management, Analytics Dashboards
* **Strengths:** Problem-Solving, Cross-Functional Team Leadership, Creative Excellence,
Data-Driven Design, Flexibility in Ambiguity, Mentorship, Story Telling

**Education**

Bachelor’s Degree, Applied Science, Graphic Design – Mount St. Joseph University – 2007-2011

**References available upon request**