

ROBERT TAYCO

UX/UI Designer

CONTACT

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roberttayco.com
dribbble.com/roberttayco

SKILLS

GRAPHIC DESIGN SOFTWARE

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Sketch
Affinity Photo
Affinity Designer

PROTOTYPING

InVision
Marvel

FRONT-END DEVELOPMENT

HTML
CSS & Sass
JavaScript & jQuery
Grunt & Gulp

TL;DR

User Experience and Interface Designer at home with front-end development technology including HTML, CSS & JavaScript.

Advanced knowledge in Photoshop, Illustrator, Sketch, and prototyping tools InVision and Marvel (and pretty handy with pencil & paper too).

Approaches design from the users' perspective by understanding the product, how it intends to provide value, and translating that into a user-focused experience.

More than a decade of history leading collaboration with other teams as well as clients to develop design solutions.

WORK EXPERIENCE

01/2016 – present

UX/UI Designer

STUDIO GEZA | KANSAS CITY, MO

Co-founded startup creative agency Studio Geza heading the company's user experience-focused efforts in creative direction, brand strategy, and design.

Led major UI and UX design project to implement brand new wellness tracking component to Hubbub Health, Cambia Health Solutions' program using technology and behavioral science to improve the health and well-being of the workforce in their partner organizations.

2009 – 2016

UX/UI Designer | Front-end Developer

SELF-EMPLOYED | LAS VEGAS, NV / VANCOUVER, WA / KANSAS CITY, MO

Sole proprietor providing services including web design, logo & branding design, and 3D rendering & animation.

Designed new branding and WordPress site for the Burger Blog network of sites. The new site saw the Boston Burger Blog increase its average traffic from 2,000 to 10,000 page views per month.

Clients include:

Montgomery Roth Architecture
Dekker/Perich/Sabatini Architects
MGM Resorts International
New York Therapy Animals

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EDUCATION

Associate of Applied Science,
Web Design
COLLEGE OF SOUTHERN NEVADA

Master of Architecture
UNIVERSITY OF NEVADA, LAS VEGAS

Bachelor of Science, Architecture
UNIVERSITY OF NEVADA, LAS VEGAS

WORK EXPERIENCE

11/2013 – 11/2015

UX/UI Designer

INFOSTREAM GROUP | LAS VEGAS, NV

Began as lead designer and front-end developer for the kickoff of a new internal project. Role grew to become Lead UX/UI Designer for five internal brands. Headed up effort to identify and redesign key areas in each brand website to improve members' experience and move the company to a more user-focused design strategy going forward.

Redesigned a simpler account upgrade process to unite all the company's brands under a common user experience.

Redesigned member dashboard for internal brands to highlight the unique value proposition of each and facilitate user success.

Designed and developed user lifecycle and remarketing emails for all brands, leading directly to three straight months of record-breaking account upgrades.

Developed the logo, creative direction, and branding for new in-house brand, OpenMinded.

04/2007 – 04/2009

3D Visualization Artist | Designer

FRIEDMUTTER GROUP | LAS VEGAS, NV

Project Lead 3D Artist producing photo-realistic renderings and animations for multimillion-dollar projects worldwide from Las Vegas and Atlantic City to up-and-coming destinations Macau and Dubai.

Directed projects in the 3D-viz department to ensure the team effectively met tight deadlines and upheld the company's standards of quality.

Updated & streamlined our 3D production workflow to speed up design iterations and increase the efficiency and stability of the rendering process.