

Taylor Haigler

User Researcher and Experience Designer

Versatile User Researcher and Experience Designer with a background in marketing, creative development, and management. Excels in leading initiatives from design thinking to strategic implementation. Strengths include research, analysis, prototyping, and cross-team collaboration.

experience

Experience Designer

Thoughtworks • Remote • 2022–2025

Thoughtworks is a global technology consultancy company that offers strategy, design and software engineering services

- Collaborated with multi-disciplinary teams on the delivery of client work; helping to improve processes and develop new digital products and services
- Solved problems through design thinking and agile methodologies by providing actionable solutions
- Conducted user research through contextual analysis, interviews, and user testing to gather insights and inform design decisions
- Created a range of design deliverables: journey maps, personas, prototypes, and design systems
- Facilitated workshops and strategy development exercises to build consensus among teams
- Set and balanced expectations for stakeholders and internal teams by communicating progress and anticipated risks

Operations Manager

Emerald Coast Health and Wellness • Remote • 2018–2021

Emerald Coast Health and Wellness, LLC (The Joint Chiropractic) is a network of modern, patient-centric chiropractic offices providing routine wellness care

- Directed operations, marketing, business development, and recruiting for three offices and a team of 16 employees
- Implemented procedures, systems, and training to streamline operations to improve the patient experience, leading to a 24% rise in membership
- Executed coordinated digital marketing campaigns to build a brand presence and accelerate community engagement and growth
- Exceeded growth and profit goals by reaching profitability six months after opening; performing in the top 2% in the region, and top 10% in the nation
- Led the opening, expansion, and successful sale of the business within a three year period

taylorhaigler.com

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education & certifications

Certification, UX Design

Thinkful

2019

BA, History of Art and Ancient History and Archaeology

Trinity College

Dublin, Ireland

2013

skills

User Research
Usability Testing
Market Analysis
Design Systems
Wireframing
Product Strategy
Prototyping
HTML
CSS
JavaScript

tools

Adobe Creative Suite
Google Analytics
Axure
Figma
Sketch
InVision
Balsamiq
HubSpot
WordPress

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Marketing Manager

GRACE Communications Foundation • New York, NY • 2016–2017

GRACE is a non-profit organization developing innovative strategies to increase awareness of environmental and public health issues and advocate for sustainable alternatives

- Developed growth marketing strategies, editorial content, and graphics for four individual wellness brands; oversaw and collaborated with a team of copywriters and designers
- Composed weekly content for the brand's 30k+ newsletter subscribers and 300k+ followers
- Optimized and maintained the WordPress websites and curated multi-media content resonant with our target audiences; leading to a 36% increase in engagement
- Analyzed user data and reported findings; leveraged data to create iterative improvements and inspire new designs, increasing user satisfaction by 68%

Marketing Coordinator

Jill Lindsey • New York, NY • 2015–2016

Jill Lindsey is a community event space and boutique dedicated to supporting local artists, businesses, and sustainable products

- Built the website and product database with Shopify; leveraged customer feedback and data analytics to implement updates to satisfy user needs, yielding a rise in sales and 32% return in shoppers
- Designed promotional content to drive engagement and promote events, workshops, and products, resulting in a 15% increase in the number of attendees and a 22% rise in revenue

Marketing Coordinator

Compass • New York, NY • 2014–2015

Compass is a real estate firm with a modern platform that supports the entire buying and selling process

- Developed persuasive client pitches, presentations, magazine layouts, and listing materials in digital and print form for a team top-ranked by the WSJ and NYT to facilitate closings on multi-million dollar residential and commercial sales

volunteer experience

BalancedBody

Founder

2020–Present

Lead free therapeutic yoga classes and workshops

Housing Works

Volunteer & Fundraiser

2017–Present

Provide services and resources to individuals affected by illness and homelessness in NYC