

Taylor Haigler

User Researcher and Experience Designer

I'm a User Researcher and Experience Designer with 9+ years of experience across design, marketing, and management.

I specialize in translating complex user needs and fragmented systems into clear digital experiences that balance usability, feasibility, and business impact.

I'm seeking a remote role at a mission-driven tech company where I can contribute to meaningful products, collaborate cross-functionally, and grow into a design leadership role.



Skills & Experience

My areas of focus



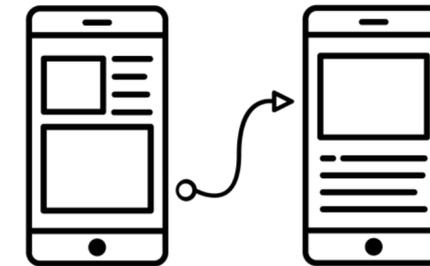
User Research

I lead qualitative research initiatives—including interviews, focus groups, and usability testing—to uncover user needs, validate assumptions, and translate insights into actionable design decisions.



Experience Design

I design end-to-end experiences informed by journey mapping, information architecture, and user flows, collaborating cross-functionally to ensure solutions are both intuitive and execution-ready.



Interaction Design

I create thoughtful interfaces and interactive prototypes—from low-fidelity concepts to high-fidelity designs—that communicate clearly, reduce cognitive load, and guide confident user action.

My experience

COMPASS

REAL ESTATE COMPANY

Marketing Coordinator
for a top-performing
team

2014-2015



CHIROPRACTIC CLINIC

Operations Manager for
three chiropractic clinics
and a team of 16

2018-2021

2016-2017



NON-PROFIT ORGANIZATION

Marketing Manager for four
public health initiatives

2022-2025



TECH CONSULTANCY COMPANY

Experience Designer at a global
consultancy company that offers strategy,
design, and software engineering services

Select Projects

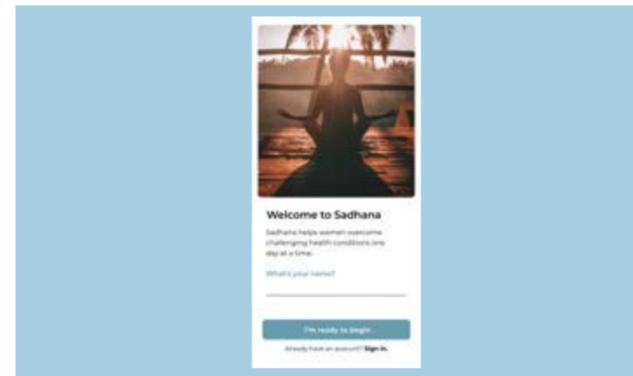
Select Projects



Reimagining Behavioral Health Access for Caregivers and Agencies

Beacon

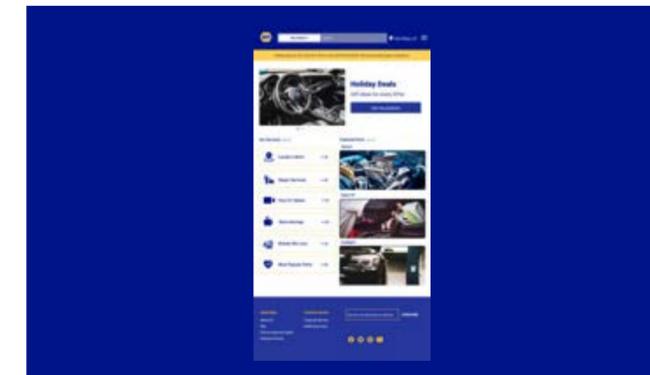
Research, Interaction Design, UX, UI & Usability Testing



Designing Supportive Digital Care for Women's Health

Sadhana

Research, UX, UI & Usability Testing

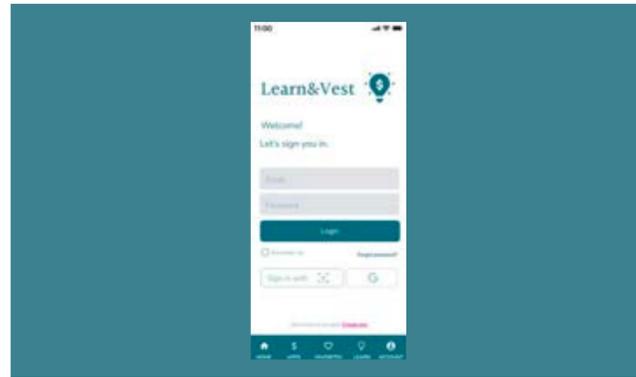


Research and experience design to optimize NAPA's e-commerce checkout process

Napa Auto Parts

Research, UX, UI & Usability Testing

Select Projects



**An investment advice
app for women**

Learn&Vest

Research, UX & UI



BEACON

Reimagining Behavioral Health Access for Caregivers and Agencies Through User Research and Visual Design

Beacon

Project Summary

Finalized the visual and interactive design of a care portal that allows caregivers to find behavioral health resources and a dashboard that allows state representatives to track cases.

Responsibilities

- User Research
- Visual Design
- Interaction Design
- Usability Testing

Timeline & Position

4 months

UX Designer

Project Links

[View live care portal](#)

[Press release](#)



THE PROBLEM

Families seeking behavioral health services in Illinois were forced to navigate unclear manual paperwork and fragmented systems during already stressful situations.

In parallel, state agencies relied on disconnected systems and tools to track applications, limiting visibility and slowing coordination.

This breakdown in clarity and alignment:

- delayed access to care
- increased administrative burden for agencies
- negatively impacted caregivers and youth seeking services

PROJECT OVERVIEW

Our team, in partnership with Google Public Sector and 6 Illinois state agencies, designed a caregiver portal and applicant tracking dashboard to streamline how families seek youth behavioral health support and how agencies track applications and coordinate care.

Replaced manual, fragmented processes and tracking processes with connected digital tools

Contributed to a statewide initiative to improve access to youth (ages 5-18) behavioral health services

Google Public Sector

/thoughtworks

IDHS

ILLINOIS
STATE BOARD OF
EDUCATION

DCFS
Illinois Department of
Children and Family Services

IDPH
ILLINOIS DEPARTMENT OF PUBLIC HEALTH



HFS
Illinois Department of
Healthcare and Family Services

MY ROLE

Our team from Thoughtworks joined after an initial consultant phase to finalize the project.

As the UX Designer, I led research and refined the visual and interaction design for the caregiver experience and the agency dashboard, collaborating closely with developers, product managers, and state agency stakeholders over 4 months.

MONTH 1

MONTH 2 & 3

MONTH 4

LAUNCH

Research

Led 4 user research focus groups with Illinois state agency representatives to learn about current users' pain points

Interaction Design

Identified user personas
Created user journey maps

Visual Design

Ideated and sketched
Designed high fidelity wireframes

User Testing & Iteration

Conducted usability testing with state agency representatives
Visually refined the design

Research was necessary to understand caregiver confusion points, agency workflows, and gaps between policy and practice. Proxy research with 20 state representatives provided critical insight into both user experiences and system constraints—grounding design decisions in reality rather than assumptions.

SAMPLE INTERVIEW QUESTIONS

- When caregivers struggle with the process, how do they typically seek help, and what does that tell you about gaps in the experience?
- Can you walk me through how you currently track a caregiver's request from submission to resolution?
- Where do cases most often stall or require follow-up, and why?
- If this process were working ideally for both caregivers and agencies, what would feel most different from today?

Focus groups and one on one interviews surfaced pain points in the following areas:



Caregivers experienced high uncertainty around eligibility, required steps, and application status, leading to anxiety and drop-off



Compliance requirements added unavoidable complexity, requiring design solutions that balanced clarity with regulation



Agencies relied on fragmented, manual tracking methods that limited visibility and slowed case coordination

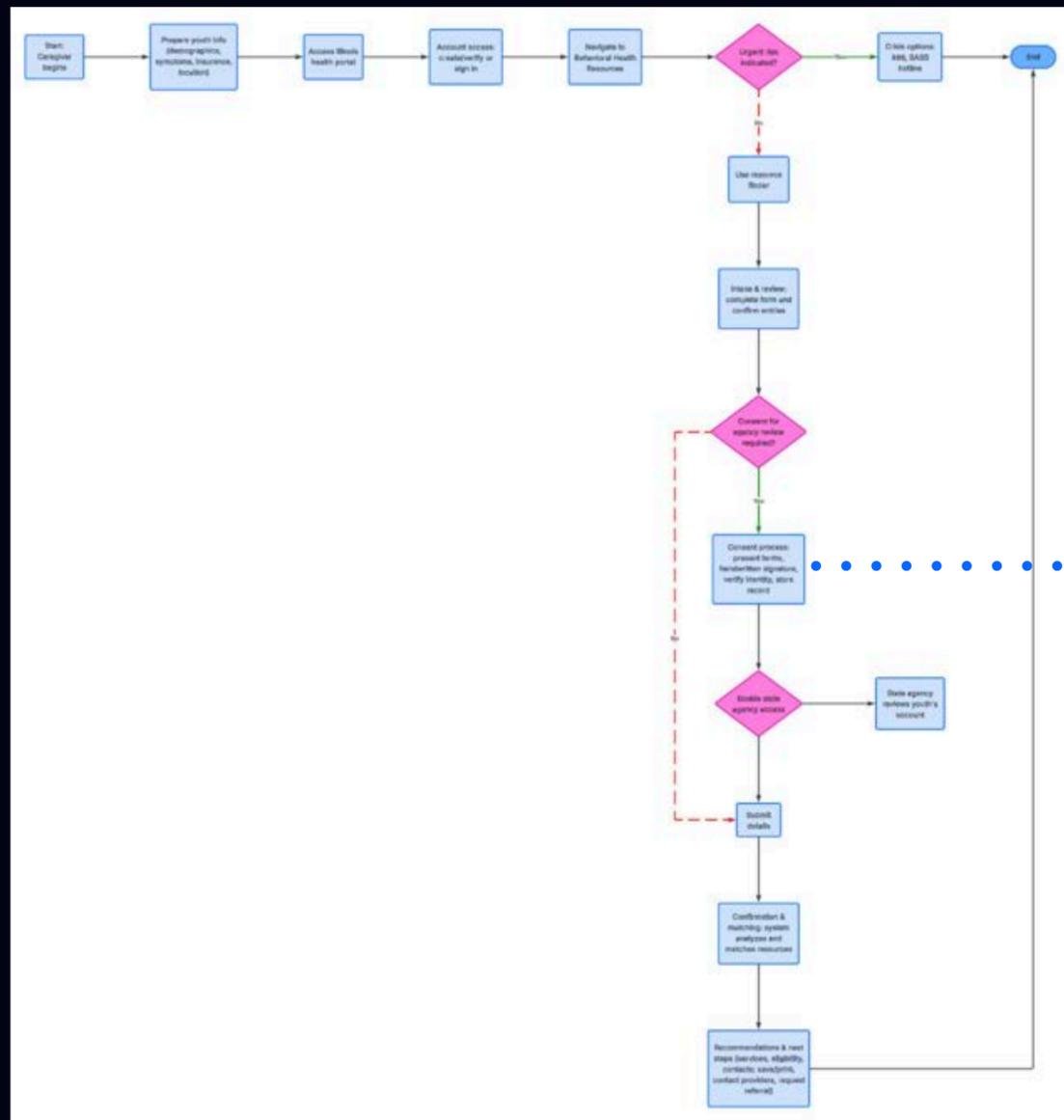
RESEARCH

Research insights directly informed the structure, content, and interaction patterns of the caregiver portal and the agency dashboard. Each design decision focused on reducing uncertainty, supporting real workflows, and minimizing cognitive load within regulatory constraints.

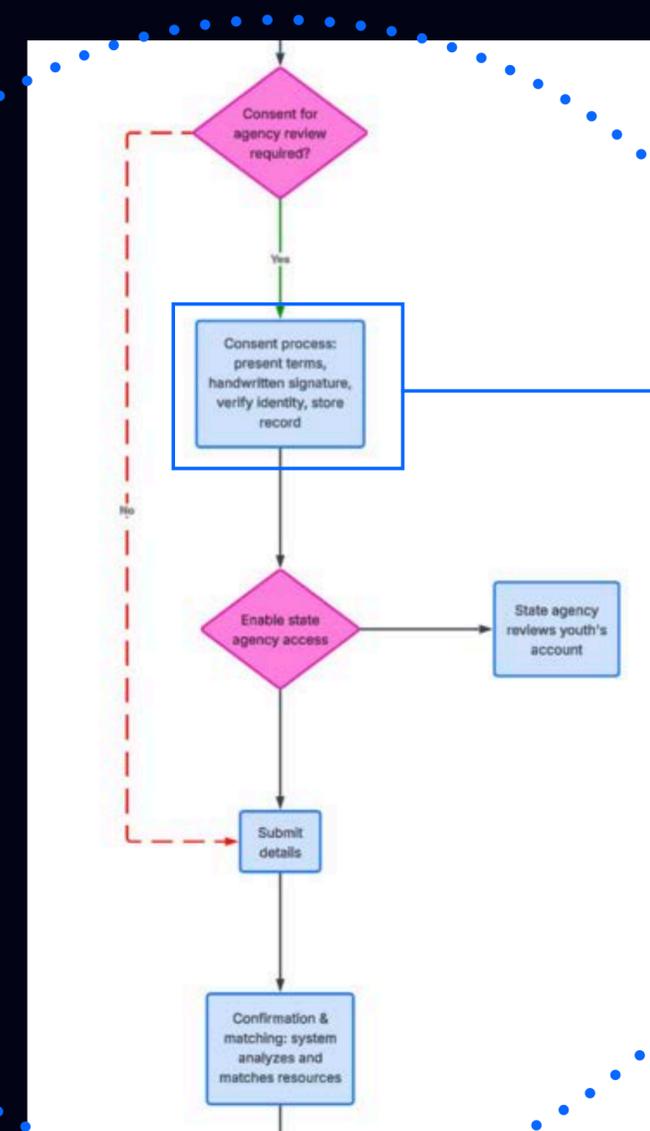
DESIGN DECISIONS

- 1. Introduced a guided, step-by-step application flow**
- 2. Centralized case visibility for agency staff**
- 3. Reduced cognitive load without compromising compliance**
- 4. Designed for clarity across multiple user groups**

User Journey maps prioritized clarity and momentum. Guided steps and clear hierarchy reduced caregiver uncertainty.



Caregiver User Journey Map

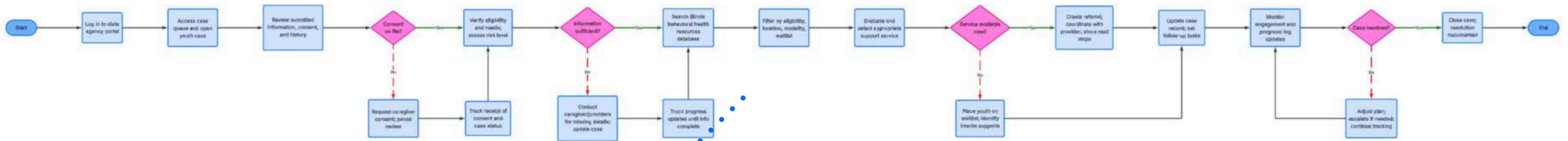


Zoomed in View of Caregiver's Application Process

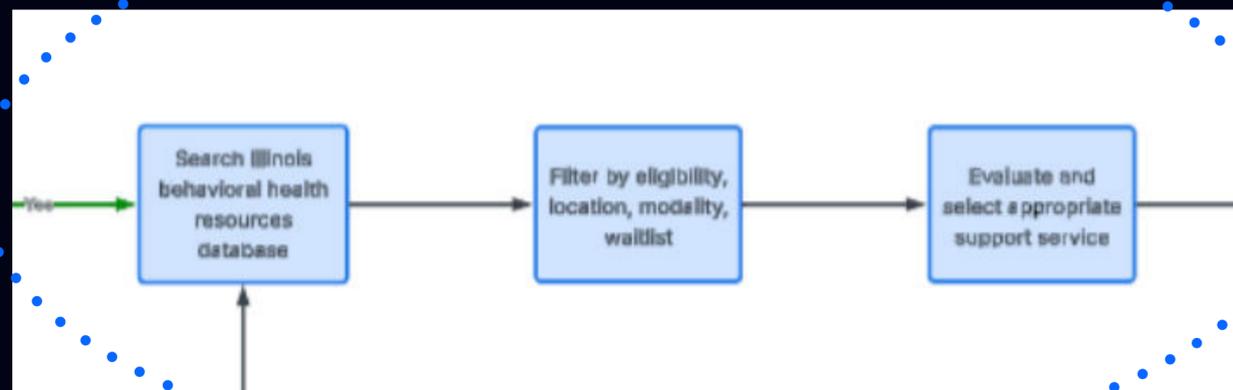
Reduced user's cognitive load with clear step by step instructions

Improved clarity and accessibility

Scannable dashboards and filtering tools aligned with agency workflows—supporting efficient case review and coordination.



State Agency User Journey Map



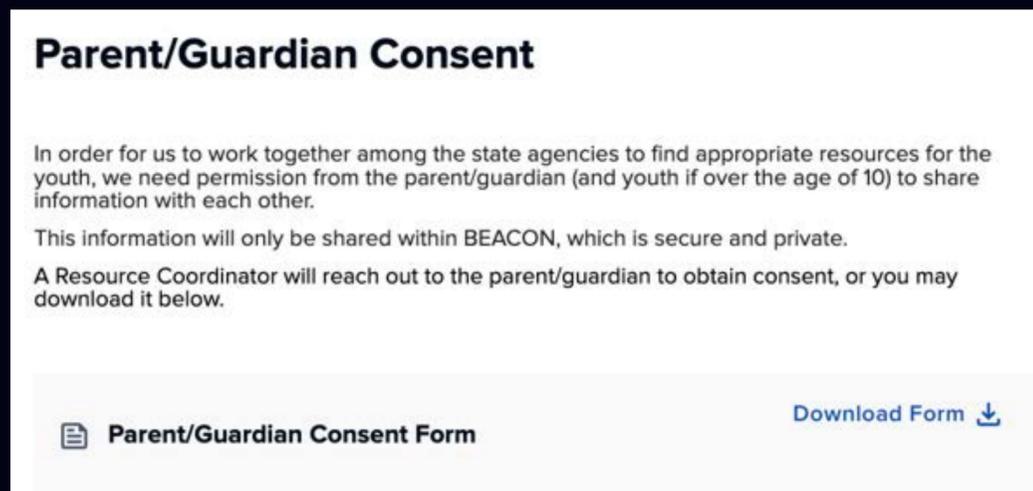
Zoomed In View of Search and Filter Options

Improved ability to quickly scan and track cases

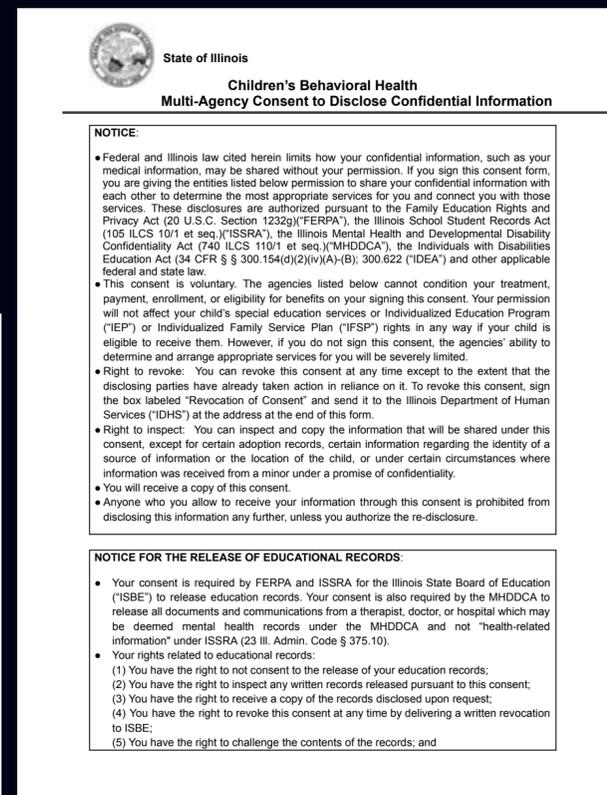
I balanced strict compliance requirements with research insights to design workflows that remained clear, accessible, and supportive of both user groups.

For example, Illinois requires caregivers to provide a handwritten signature so that resource coordinators may review the youth's case.

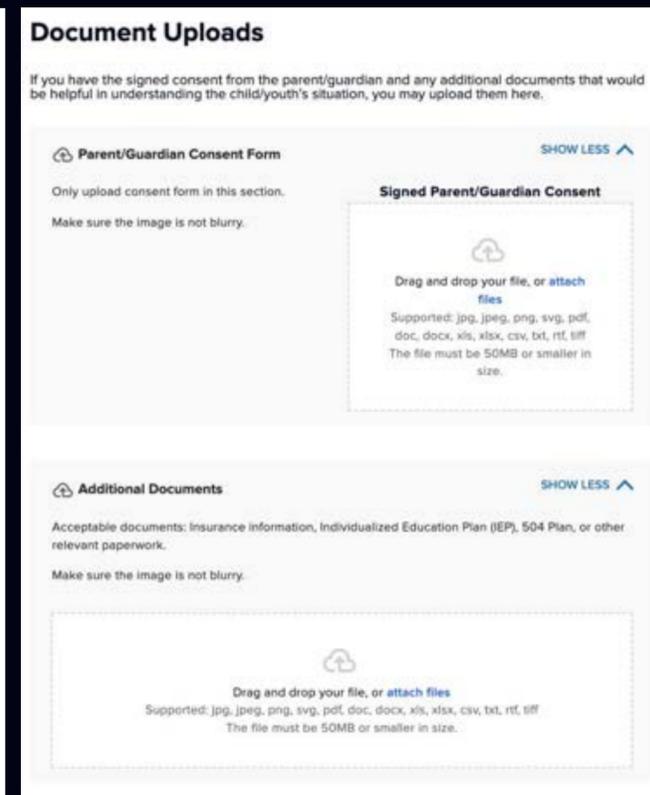
Caregivers are required to download, sign, scan, and upload their consent form securely:



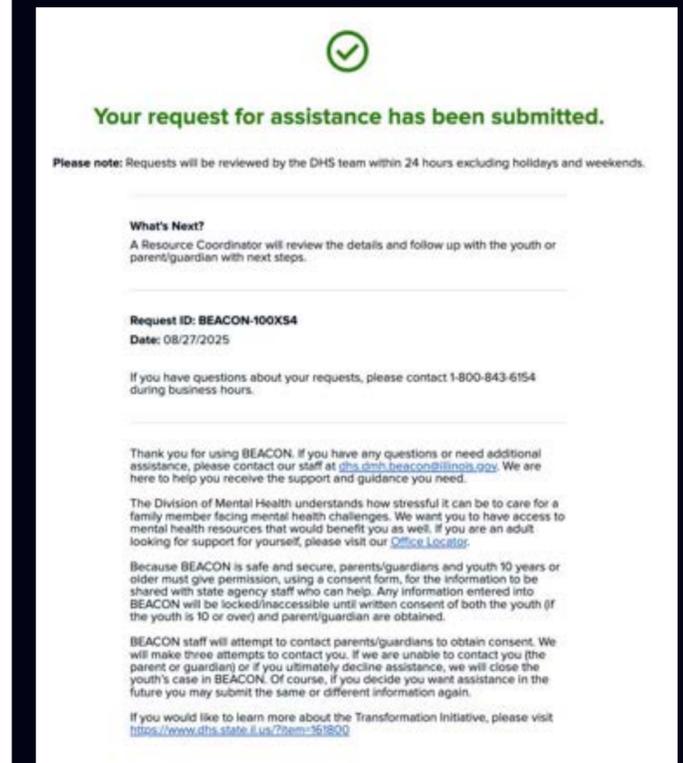
1 Download Consent Form



2 Sign & Scan



3 Upload



4 Submit

Usability testing revealed friction around required fields, unclear input expectations, and dashboard organization. Iterations focused on reducing cognitive load, clarifying guidance through inline support, and improving scanability and filtering—resulting in smoother completion for caregivers and more efficient workflows for agency staff.

Key findings revealed:

- Too many required fields slowed the completion rate
- Dashboard organization limited quick case assessment
- Labels and section headers needed clearer language

“ I’d probably pause here because I don’t know what to enter.



Usability testing participant

Does your child/youth have any of the following needs? (Optional)
Select all that apply:

- Aggressive Behavior ⓘ
- Anxiety ⓘ
- Disrupted eating or sleeping ⓘ
- Depression or mood problems ⓘ Persistent or extreme sadness.

1

Made fields optional to ease intake form process

2

Added tooltips to clarify input fields

The final design made it easier for caregivers to find behavioral health support while enabling agencies to review, track, and manage cases with greater clarity and efficiency



It reduced barriers for caregivers by:

- Digitizing a manual application process
- Lowering the cognitive and emotional burden
- Centralizing resources

Improved the agencies' ability to:

- Review and coordinate cases efficiently
- Have visibility into case progress
- Provide faster, and more coordinated support

This project reinforced the importance of clarity and empathy when designing emotionally sensitive systems. Designing within compliance constraints required intentional tradeoffs. Earlier direct user validation would have further strengthened confidence in key flow decisions.

“Mental health care is health care, and no family should struggle to find that support. Thanks to BEACON, that care is within reach.

Illinois Lt. Governor Juliana Stratton

Key Results

- A simplified intake process that reduces barriers for families seeking behavioral health support.
- Helped establish [BEACON](#) as a trusted, statewide resource for youth and families.

Lessons

- Even when requirements are complex, clarity in form design is critical.
- Designing within strict regulations requires creative problem-solving to maintain a positive user experience.
- While proxy testing was valuable, direct caregiver input would have provided deeper insights into usability and accessibility needs.

sadhana

Designing Supportive Digital Care for Women's Health

Sadhana

Project Summary

Sadhana is a digital health experience that helps women managing complex health conditions build sustainable wellness routines through gentle guidance, emotional safety, and reduced cognitive load.

Timeline & Team

Two week sprint.

I was the sole researcher and designer.

Responsibilities

- User Research
- Experience Design
- Visual Design
- Prototype

Results

Designed and tested an interactive prototype.

Created for Google's UX Certification.

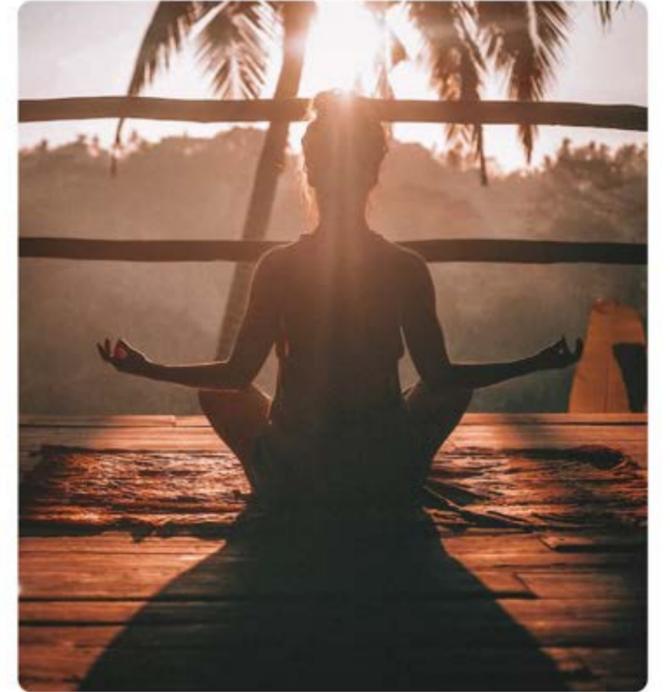
The logo for 'sadhana' is displayed in a lowercase, sans-serif font. The letters 's', 'a', 'd', 'h', 'a', and 'n' are colored in a light blue, while the letters 'a', 'h', 'a', and 'n' are colored in a light orange. The logo is centered within a white rectangular area on a blue background.

PROJECT OVERVIEW

Sadhana is a women's digital health experience grounded in yoga therapy and Ayurvedic principles, designed to support women managing complex health conditions through daily guidance and gentle structure.

By prioritizing balance, consistency, and mind-body awareness, the experience helps users feel supported as they build sustainable healing routines over time.

sadhana



Welcome to Sadhana

Sadhana helps women overcome challenging health conditions one day at a time.

What's your name?

I'm ready to begin

Already have an account? **Sign in.**

Women managing health conditions frequently navigate physical symptoms alongside emotional fatigue. Many digital health tools prioritize content volume over clarity, leaving users overwhelmed and unsure how to build sustainable routines.

How might we design a supportive, low-friction experience that helps women feel guided—rather than burdened—by their daily health practices?

Why this matters?

Women face a higher risk of mortality from heart disease (the leading cause of death)

Women are disproportionately affected by chronic and autoimmune conditions

Women experience higher rates of mental health conditions than men

PROJECT SUMMARY

To support women managing complex health conditions, Sadhana was designed to provide daily guidance, emotional reassurance, and sustainable routines.

Research revealed a key insight > *women don't need more health content—they need gentle structure, reassurance, and consistency.*

This insight directly informed core design decisions, including a routine-first experience, simplified navigation, and intentional reductions in cognitive load.

PROCESS

I led this project end to end—from research through interactive prototyping and two rounds of usability testing—over a two-week design sprint.

WEEK 1

WEEK 2

LAUNCH

Research & Discovery

Market Research
User Survey

Experience Design

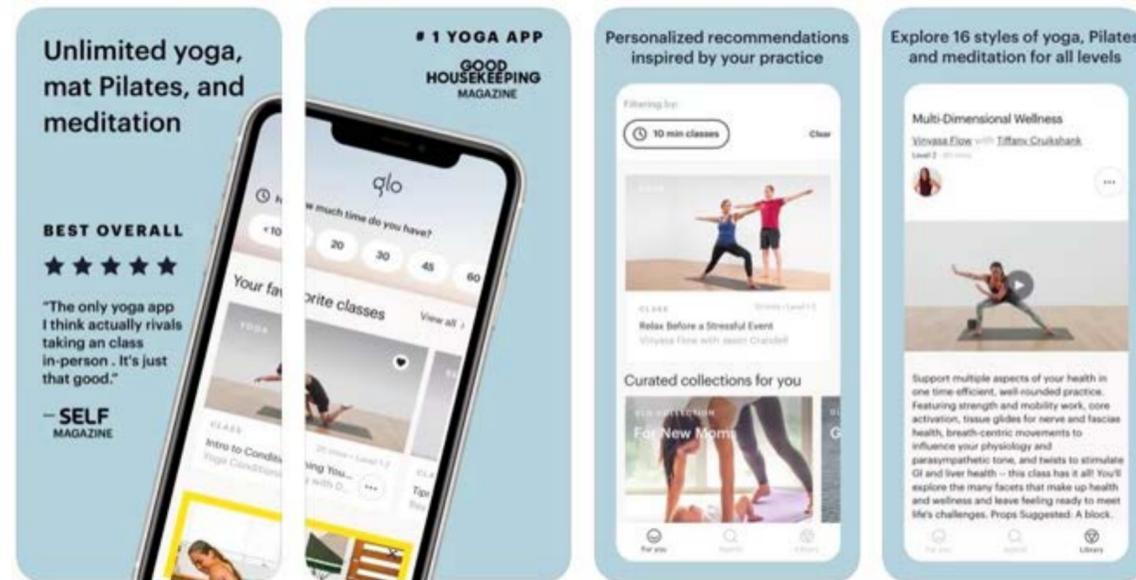
User Persona
User Flow
Wireframes

Prototype, Test, & Iterate

Visual Design
Prototype (Figma)
Testing
Refinement

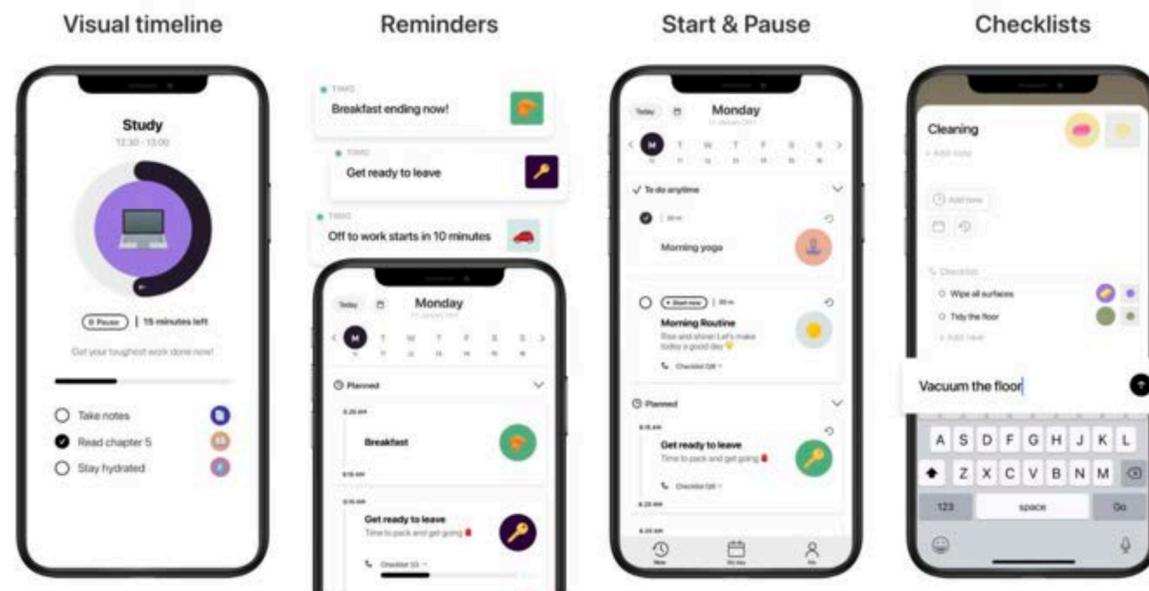
To begin to gather information, I conducted market research and looked at apps and websites that have a similar concept.

Glo



I studied Glo, a very popular app for yoga and meditation, and Tiimo, a time management app, for the neurodivergent population.

Tiimo



I was drawn to the level of organization and the options to customize the apps.

Inspiration Apps

Next, I spoke with a handful of yoga therapists to learn what they focus on when working with their clients.

They suggested considering how to draw in the mind-body component since they have observed:

- Healing depends on routine and emotional safety, not one-time interventions
- Users benefit from guided paths, especially when managing fatigue or pain
- Community and reassurance play a meaningful role in sustained engagement



RESEARCH & INSIGHTS

Research findings informed the primary persona, Corinne, representing women managing complex health conditions who seek guidance, consistency, and emotional safety.

Corinne is a 32-year-old woman living in New York City and working as a part-time photographer.

She is overwhelmed by the logistics of managing her condition and her self-care.

She is looking for help to relieve her symptoms and to stay committed to regaining a sense of health and balance in her life.

"I'm hoping to find someone to work with who can help me manage my symptoms outside of my doctors and specialists."



Corinne

Desire
Support to relieve pelvic pain symptoms

Demographics
Age: 26
Gender: Woman
Education: Bachelors or graduate level education
Occupation: Independent Designer
Location: New York, NY

Interests <ul style="list-style-type: none">• Yoga• Mind-Body connection• Holistic healing methods	Behaviors <ul style="list-style-type: none">• Regularly performs self care activities• Follows wellness practitioners on Facebook and Instagram
Goals <ul style="list-style-type: none">• Gentleness• Self acceptance• Self compassion• Self love• To reclaim their health / life	Frustrations <ul style="list-style-type: none">• Gaslighting from doctors or family• Reaching a plateau with her healing

Goals

- Self acceptance
- Self compassion
- Balance

Motivations

- To reclaim their health and life
- Return to working full time

Considerations

- Reached a healing plateau
- Looking for a way to stay consistent without feeling overwhelmed or judged

User Persona Profile

Synthesizing Corinne’s physical and emotional context revealed a core user need: *support in staying consistent without feeling overwhelmed or judged.*

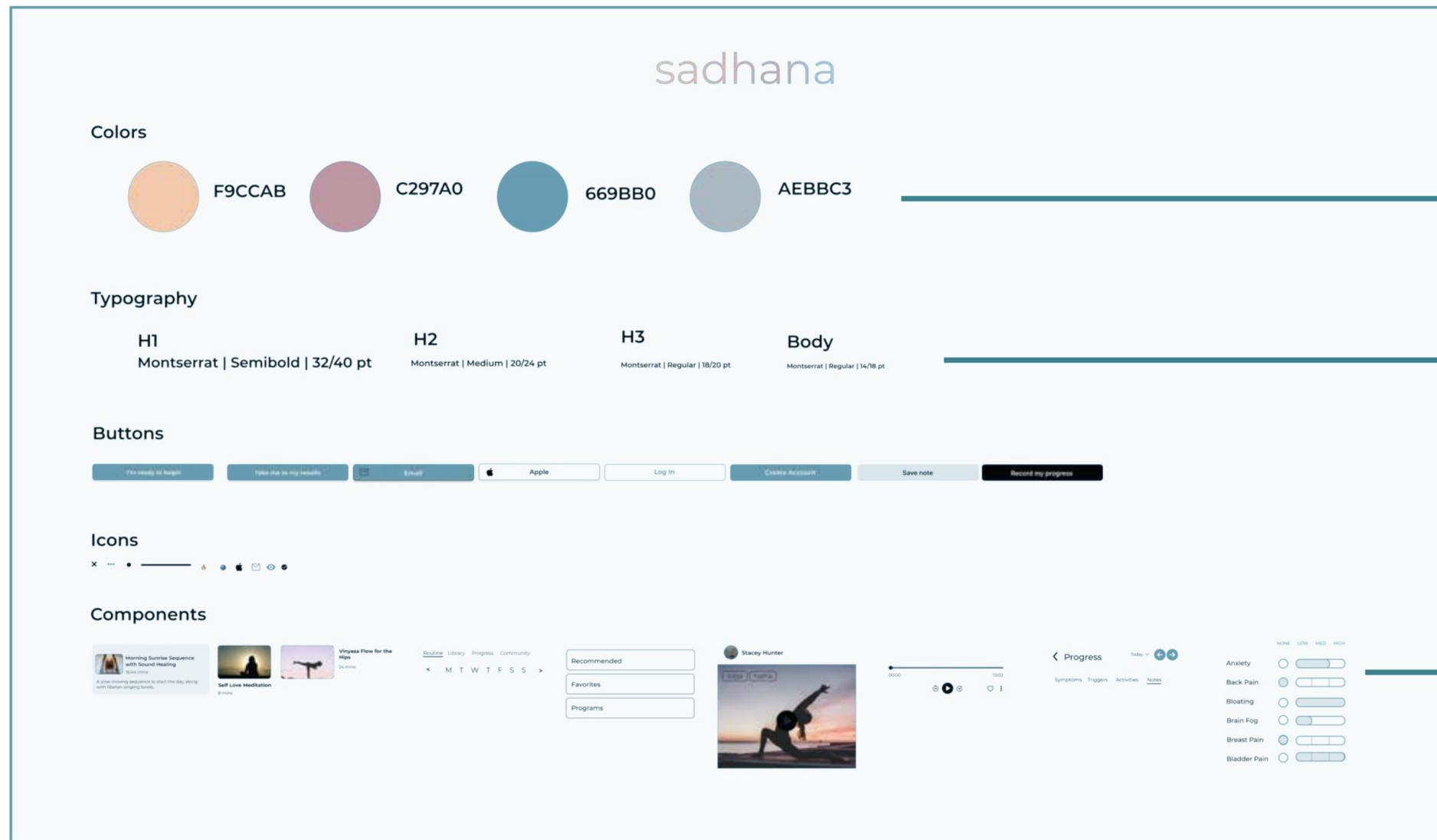
This insight directly informed the experience architecture and interaction design, leading to:

- Simplified navigation to reduce cognitive load
- A routine-first information architecture to encourage consistency
- Limited primary actions per screen to support focus and follow-through

“ *I don’t want to think about what I should do every day —I just want to feel like I am not falling behind.*”

Research Participant

I developed a design system to reinforce Sadhana's core values of empathy and emotional safety. Visual choices were intentionally restrained to support repeat engagement, reduce cognitive load, and avoid overstimulation—creating a calm, predictable experience users could return to daily.



Soft color palette inspired by the brand values of calm, rejuvenation and optimism

Clear typography hierarchy to guide attention

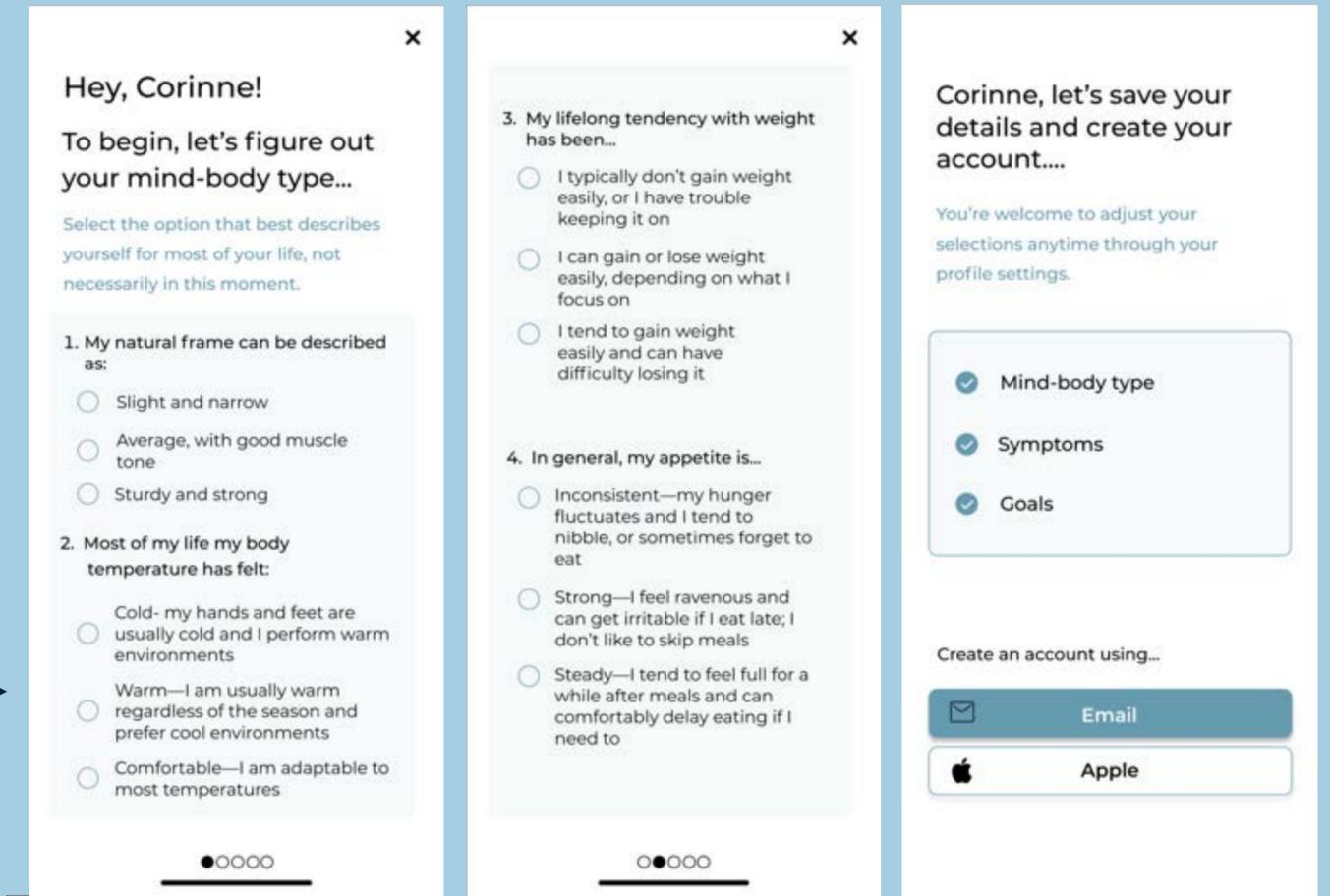
Familiar UI patterns to reduce learning effort

Sadhana Style Guide

Onboarding was intentionally designed to build trust and emotional safety from the first interaction.

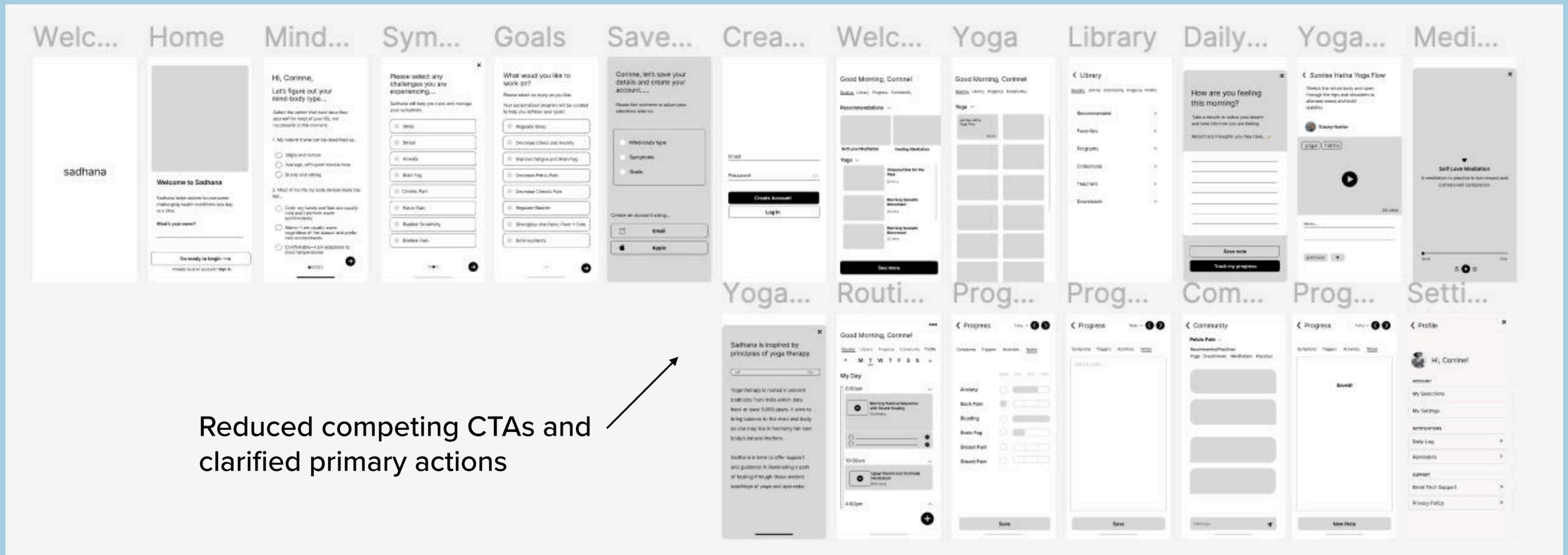
By identifying each user's unique mind-body type, early personalization reframes healing as supportive and individualized—rather than prescriptive—helping reduce overwhelm and build confidence in the experience.

Entry screens



This determination also helps the user to see that their unique make-up influences how they heal.

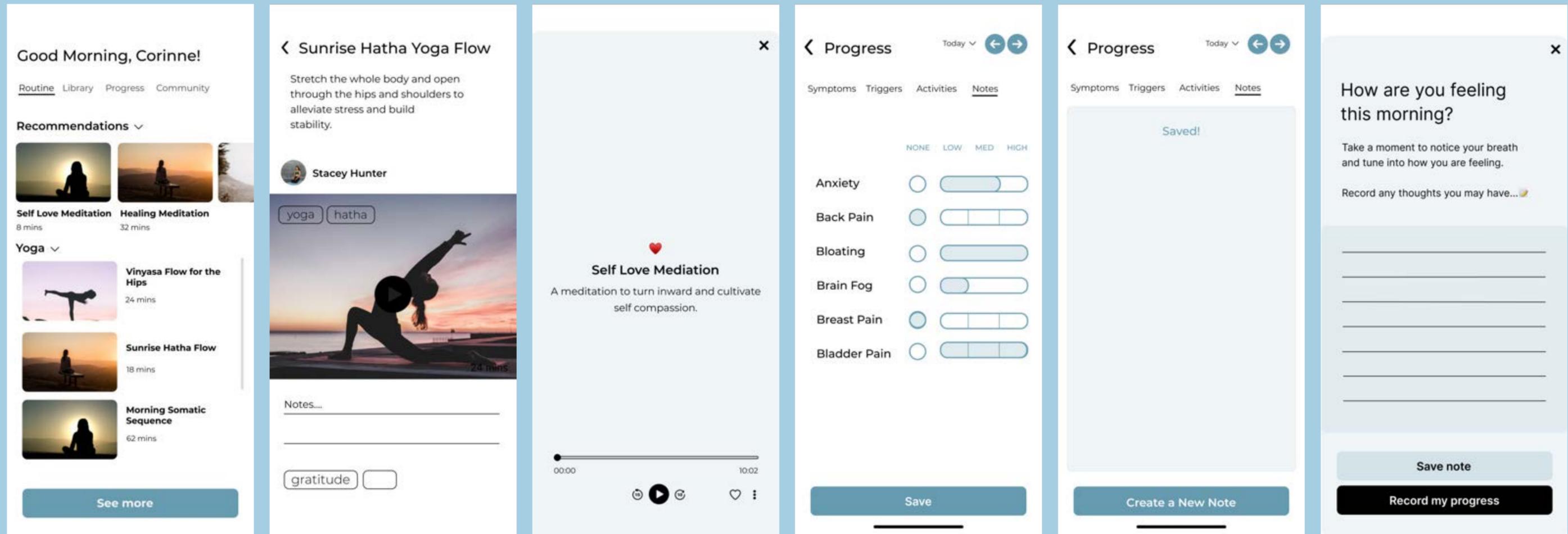
As designs progressed from mid- to high-fidelity, I focused on removing visual noise, strengthening content hierarchy, and reinforcing primary actions—ensuring the experience remained calm, clear, and easy to navigate.



Reduced competing CTAs and clarified primary actions

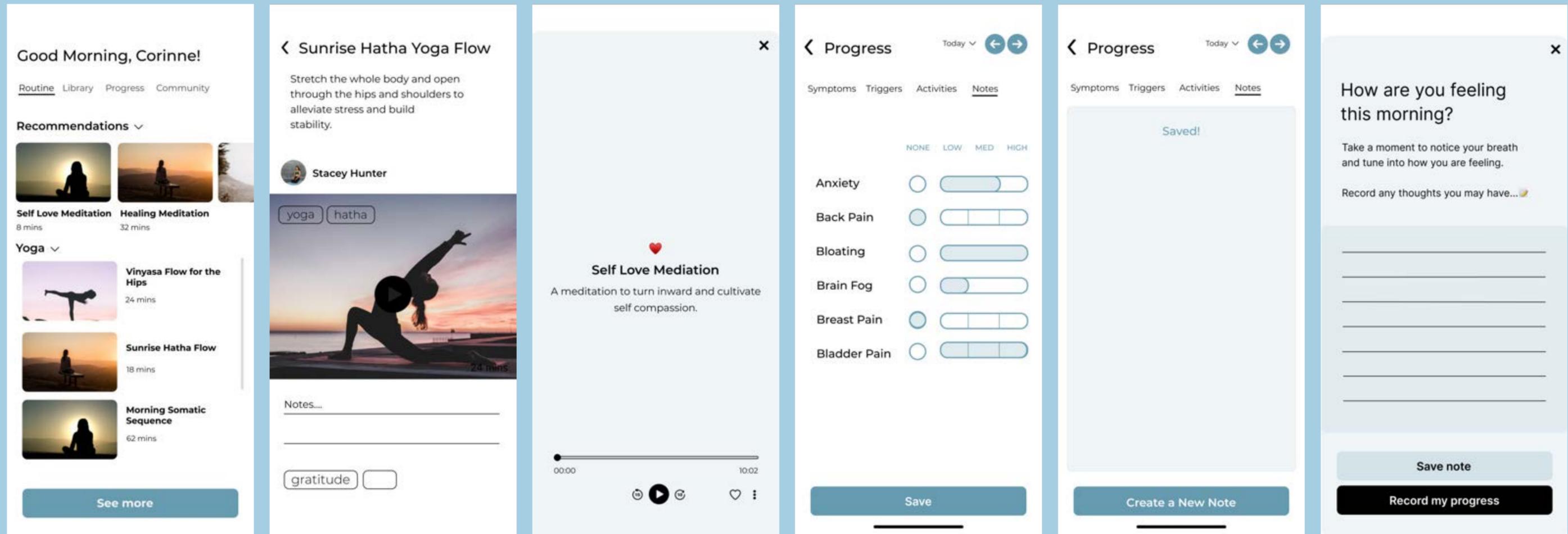
Mid-fidelity Wireframes

Simplified layouts, constrained actions, and a routine-first focus reinforced daily engagement and follow-through.



High-fidelity Wireframes

I tested the interactive prototype with five users to validate usability, tone, and flow. Testing confirmed that users responded positively to the calming visual language and overall clarity, while revealing confusion around organizing and returning to saved content—highlighting an opportunity to improve information structure.



High-fidelity Wireframes

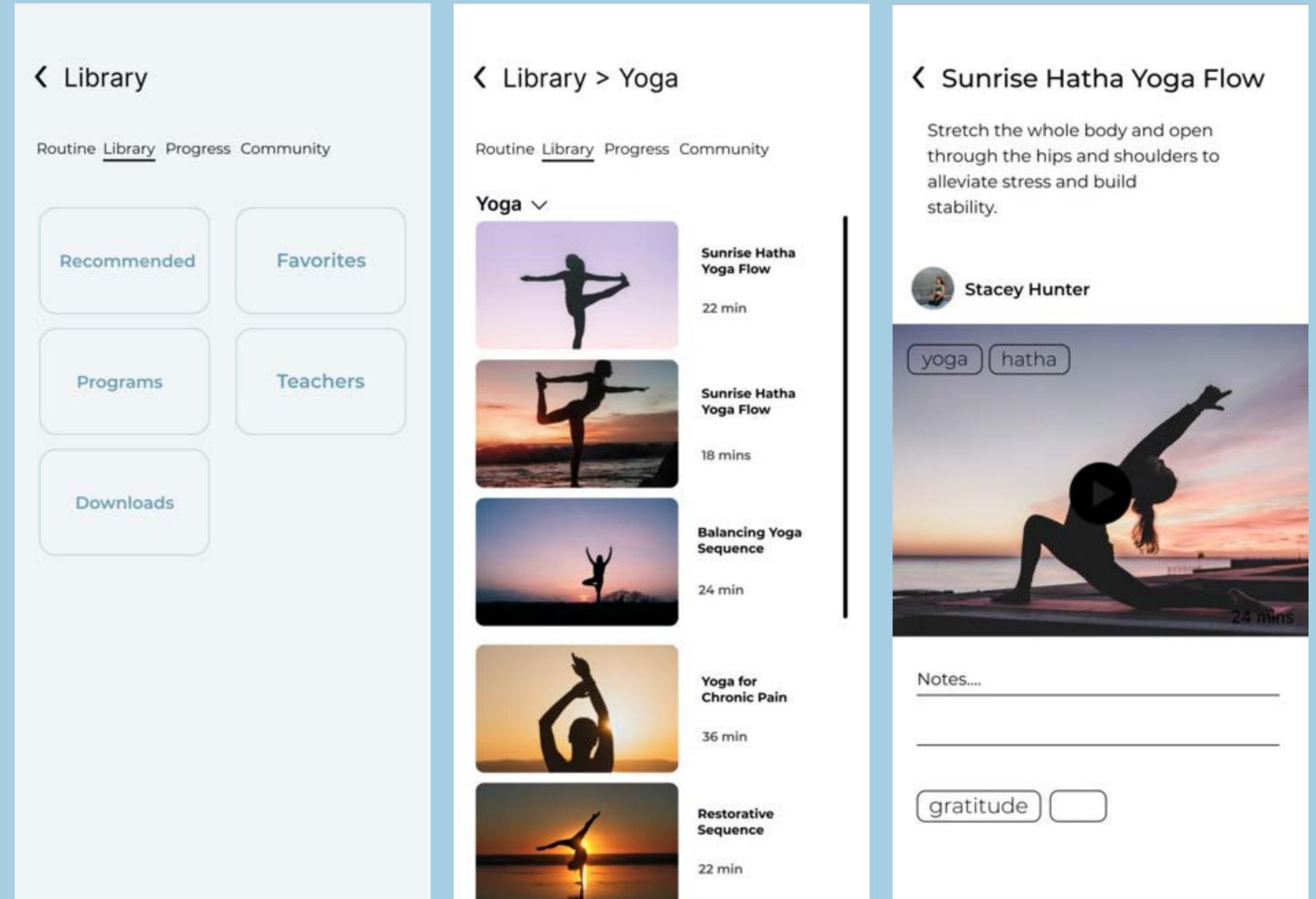
In response to usability testing, the library was restructured around daily routines rather than content categories—making it easier for users to return, complete routines, and maintain consistency over time.

“

I am able to complete most tasks but I'm not quite sure how to organize videos in the library or save my favorite classes.

Usability testing participant

Video Library

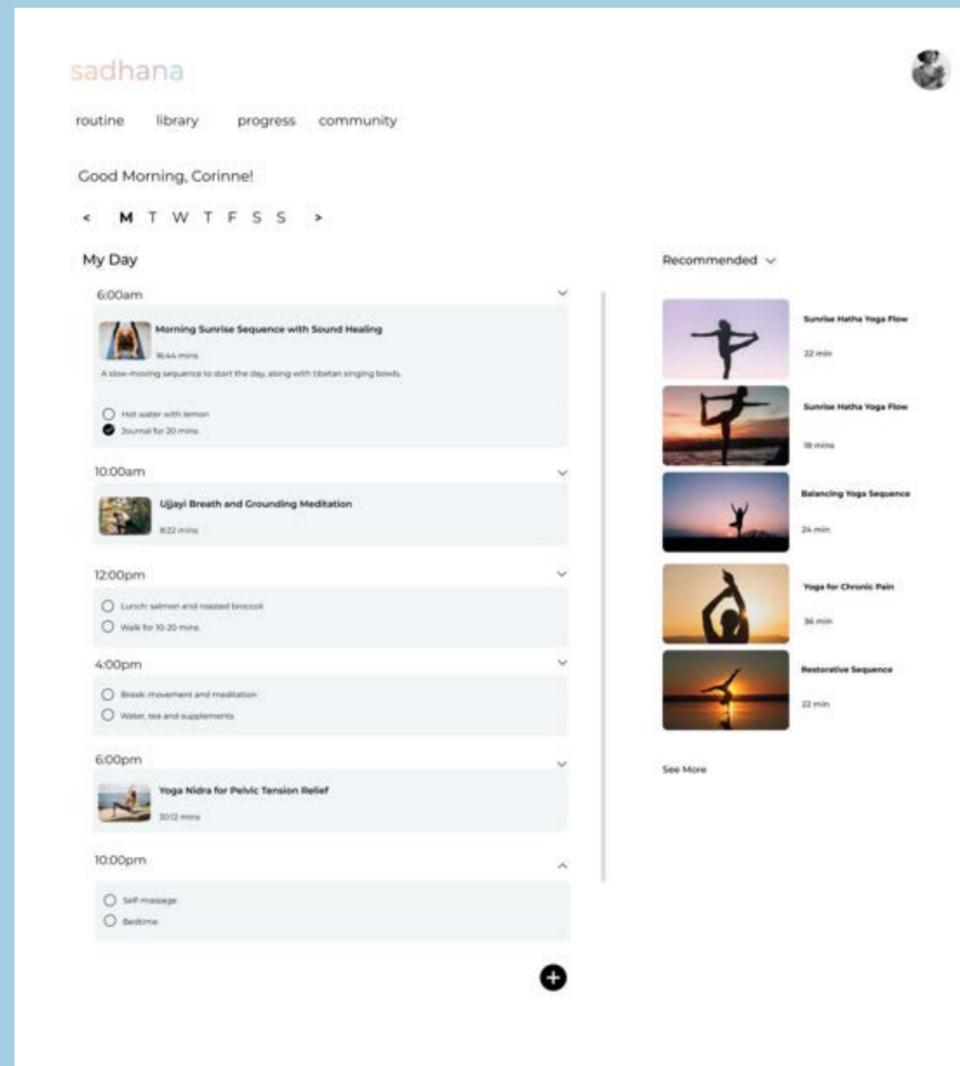
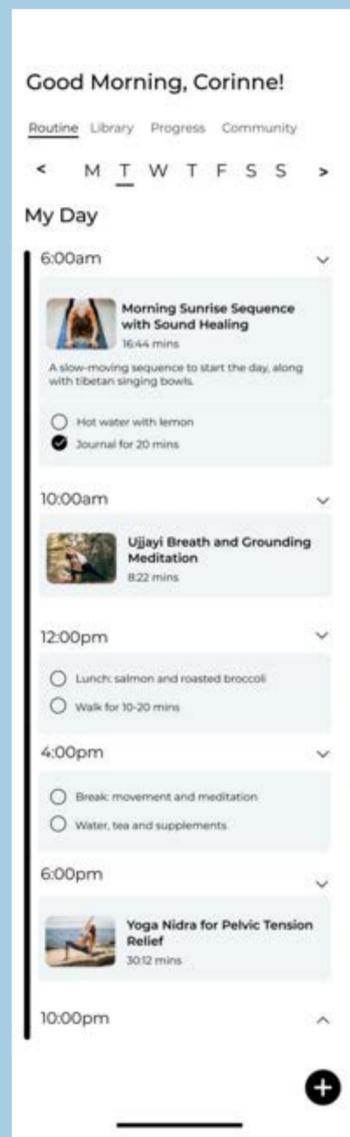


Shifted from content browsing to routine completion

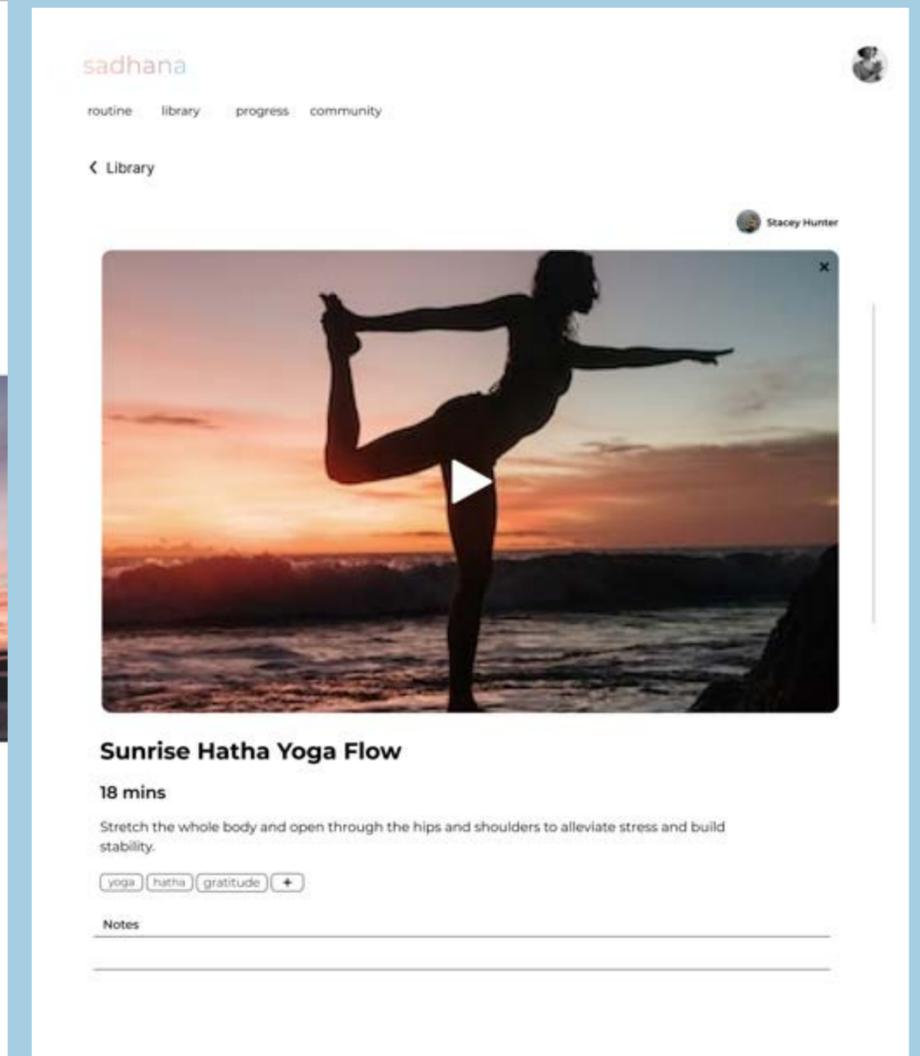
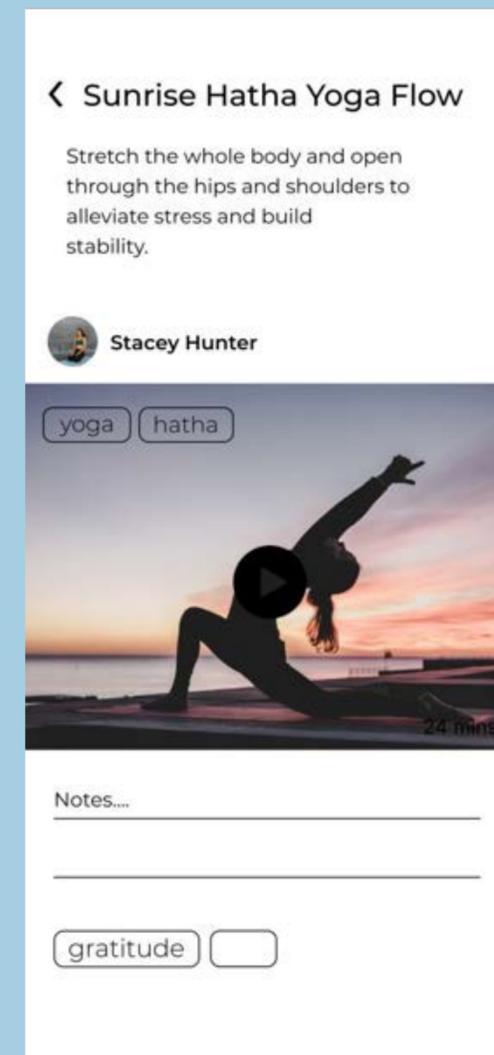
PROTOTYPE, TEST, & ITERATE

The experience was designed to adapt across mobile and desktop contexts, prioritizing focused, routine-driven interactions on mobile while supporting longer review and reflection on desktop without compromising clarity or emotional tone.

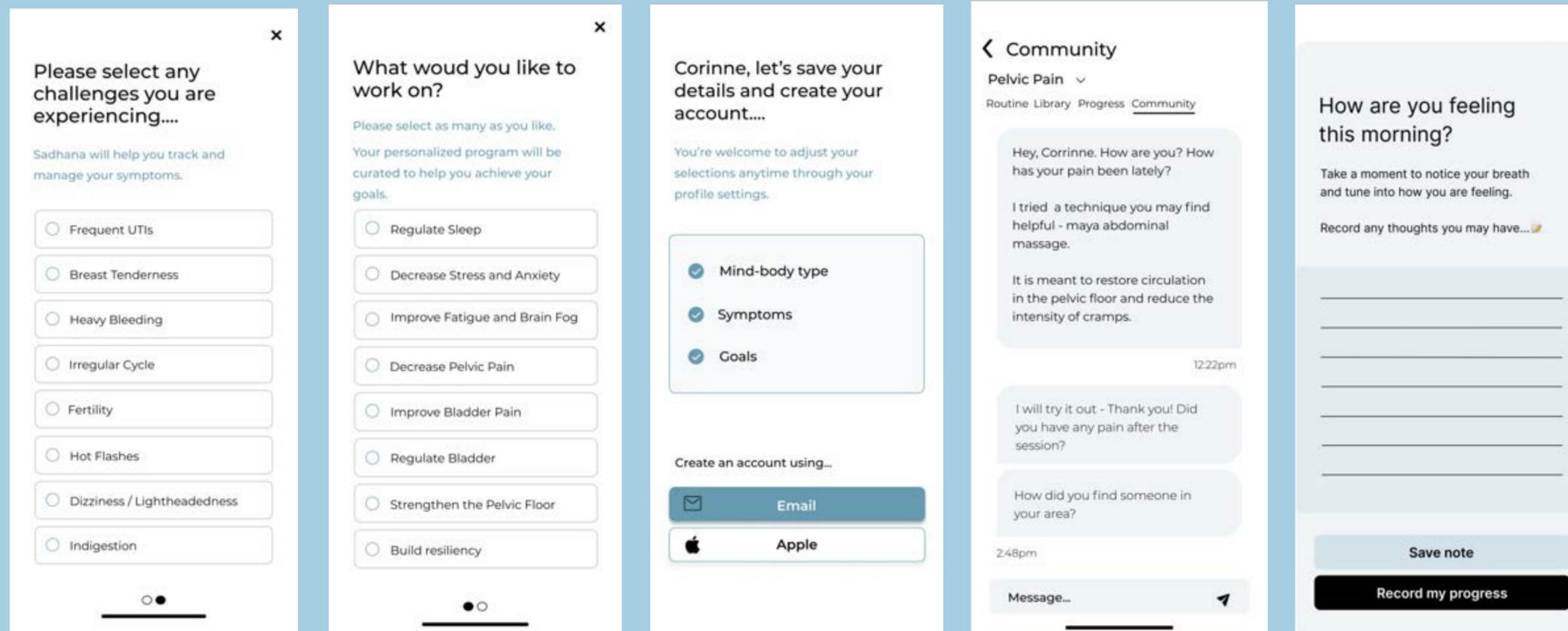
Daily Routine Mobile & Desktop View



Video Mobile and Desktop View



The result is a personalized digital health experience that offers daily guidance and helps women feel supported, rather than overwhelmed, while managing complex health conditions.



High-fidelity Wireframes

With more time, I would introduce usability testing earlier and at higher frequency to validate core flows sooner— reducing later rework and strengthening confidence in key interactions from the outset.

Key Outcomes & Results

- Testing revealed an opportunity to strengthen personalization through pain science education, supporting understanding, trust, and sustained use.

What I Learned

- Simplicity and clarity enable users to understand and act with confidence.
- Grounding design decisions in user needs—rather than feature volume—leads to more meaningful and sustainable experiences



NAPA Auto Parts

Simplifying Product Discovery for NAPA Auto Parts Customers

NAPA Auto Parts

Project Summary

Led research and experience design to streamline NAPA Auto Parts' checkout flow, reducing friction and supporting more confident purchases.

Created for NEIU's UX certification program.

Timeline & Team

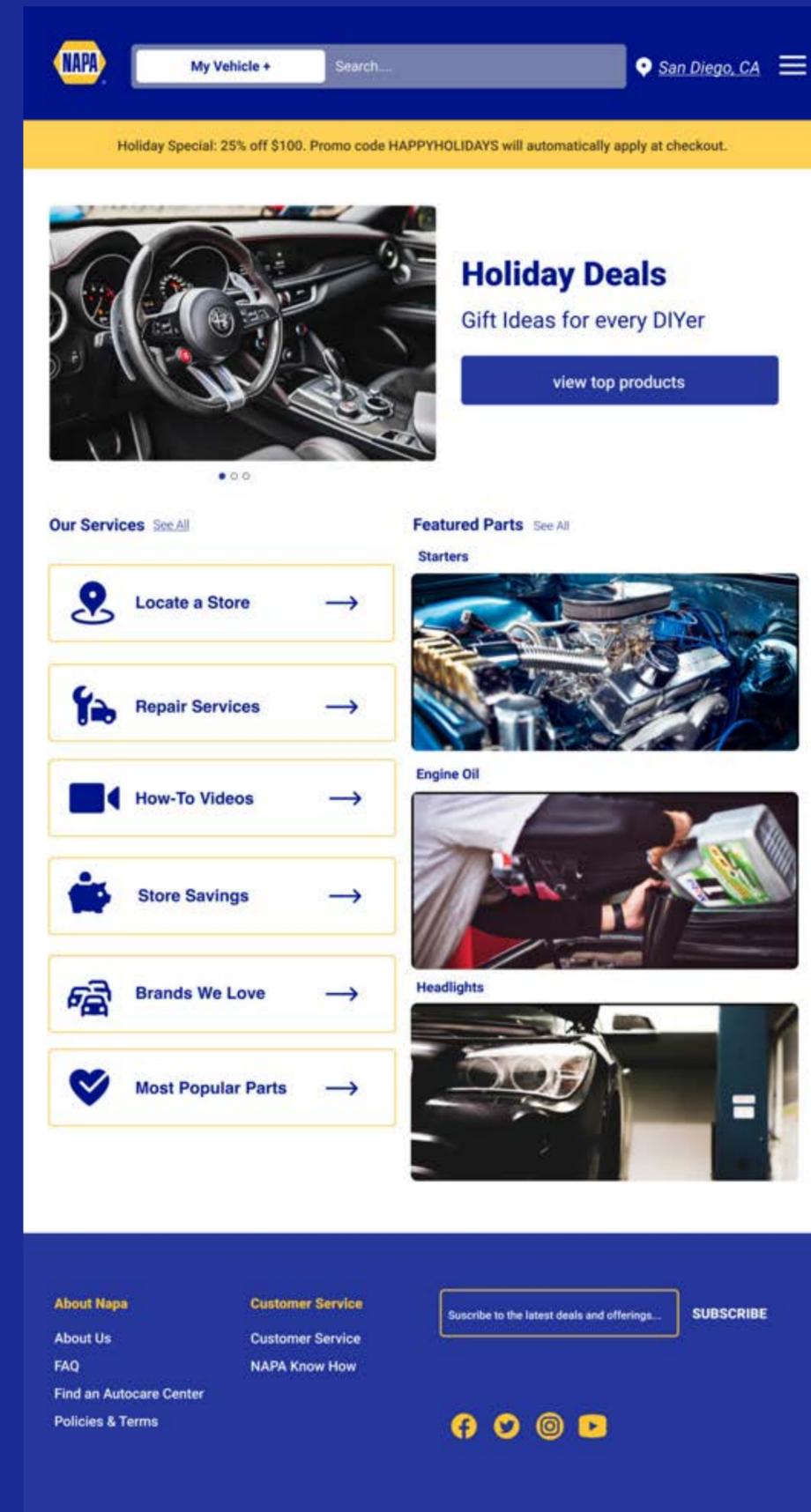
Four weeks from start to finish. I was the sole user researcher and designer.

Responsibilities

- User Research
- User Flows
- Information Architecture
- Usability Testing

Results

A streamlined user flow and simplified information architecture.



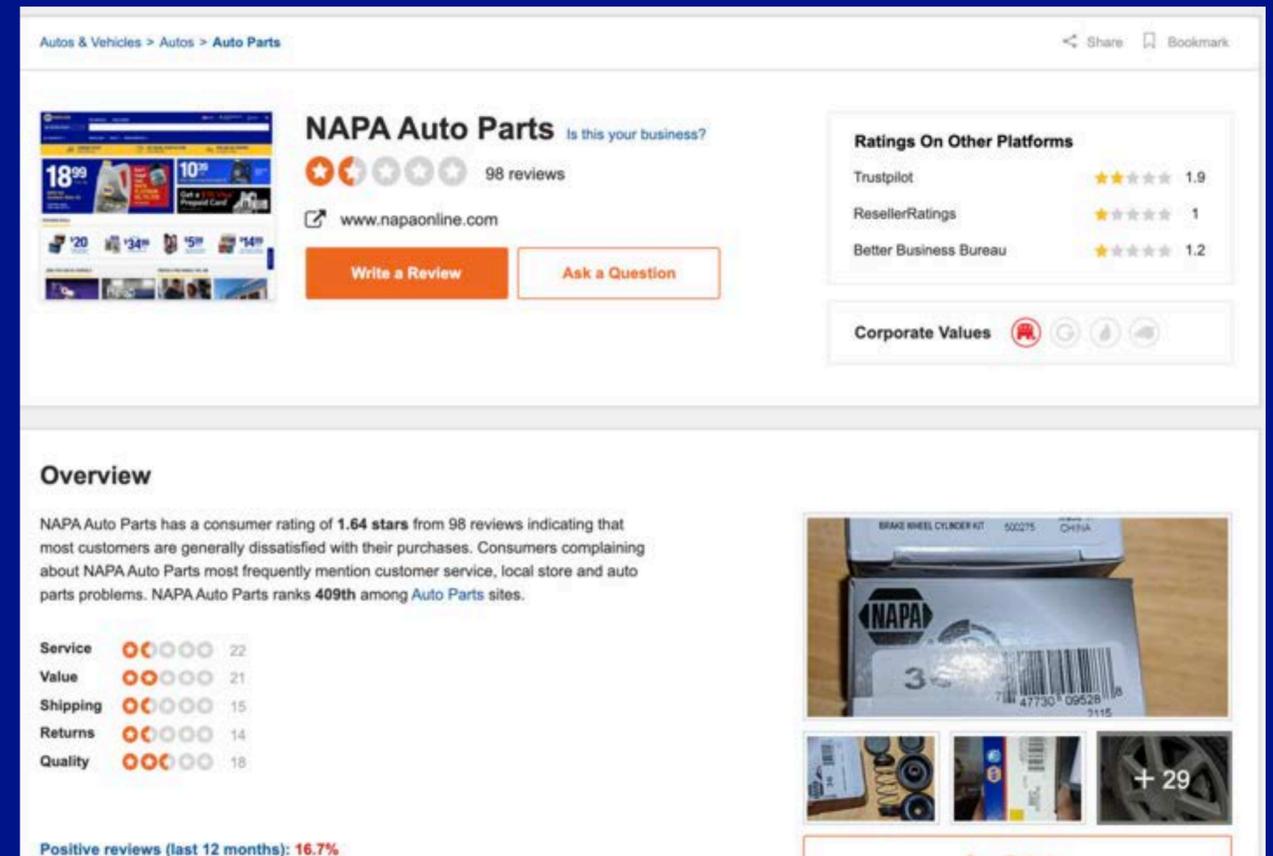
COMPANY OVERVIEW

NAPA Auto Parts supports both professional mechanics and everyday drivers, requiring a digital experience that serves users with varying levels of expertise.

Public customer feedback and industry rankings highlight challenges with usability, navigation, and overall online experience, contributing to lower engagement compared to peer automotive retailers.

Improving clarity and consistency across the digital journey presents a meaningful opportunity for impact.

SiteJabber



Autos & Vehicles > Autos > Auto Parts

NAPA Auto Parts Is this your business?
98 reviews
www.napaonline.com
Write a Review Ask a Question

Ratings On Other Platforms
Trustpilot 1.9
ResellerRatings 1
Better Business Bureau 1.2

Corporate Values

Overview
NAPA Auto Parts has a consumer rating of **1.64 stars** from 98 reviews indicating that most customers are generally dissatisfied with their purchases. Consumers complaining about NAPA Auto Parts most frequently mention customer service, local store and auto parts problems. NAPA Auto Parts ranks **409th** among Auto Parts sites.

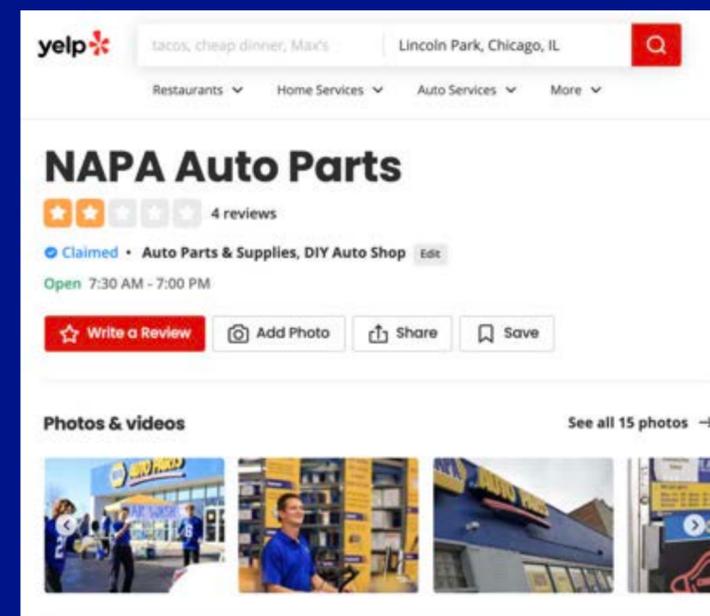
Service	22
Value	21
Shipping	15
Returns	14
Quality	18

Positive reviews (last 12 months): 16.7%

BIKES WHEEL CYLINDER KIT 500215 0419A
NAPA
3
784 47730 09628 3115

+ 29

Yelp



yelp

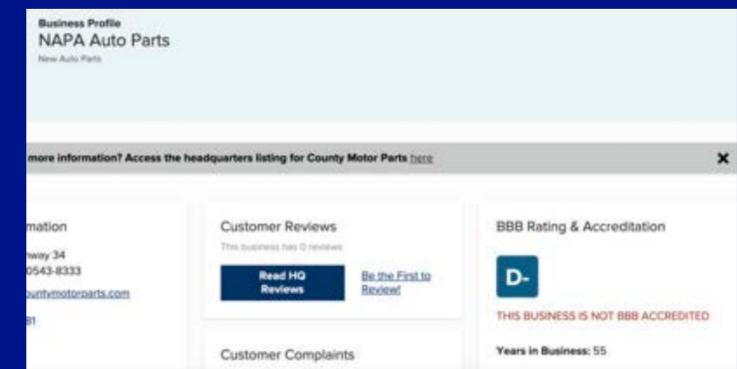
tacos, cheap dinner, Max's Lincoln Park, Chicago, IL

Restaurants Home Services Auto Services More

NAPA Auto Parts
4 reviews
Claimed • Auto Parts & Supplies, DIY Auto Shop
Open 7:30 AM - 7:00 PM
Write a Review Add Photo Share Save

Photos & videos See all 15 photos

Better Business Bureau



Business Profile
NAPA Auto Parts
New Auto Parts

more information? Access the headquarters listing for County Motor Parts

Customer Reviews
This business has 0 reviews
Read HQ Reviews Be the First to Review

Customer Complaints

BBB Rating & Accreditation
D-
THIS BUSINESS IS NOT BBB ACCREDITED
Years in Business: 55

A survey that I found of 3,200 online auto parts shoppers revealed:

89%

More likely to buy auto parts online than at a store

31%

Are concerned about the economy (leading to more DIY car repair)

12.1yr

Age of the average vehicle in operation (leading to increased maintenance)

Customers struggle to confidently find and purchase the correct auto parts due to complex navigation, unclear product information, and inconsistent purchase flows—leading to hesitation and drop-off.

By simplifying the experience and guiding users toward key actions—finding the right part and completing a purchase—there is an opportunity to reduce drop-off and improve engagement and revenue.

I led this 4-week redesign from research to a high fidelity prototype.



Research & Discovery

Planned and conducted a **competitive analysis** and two **remote contextual interviews** with car owners.

Developed a **user persona** to help to visualize the target demographic.

Experience Design

Mapped and designed key **user flows** to streamline the search, find and purchase process.

Sketched paper **wireframes** and built digital wireframes.

Developed an updated style guide that reinforced the original **branding**.

Prototype

Created a 10 screen interactive **prototype using Figma**.

Test, & Iterate

Conducted remote **usability testing with 3 participants**.

Optimized key parts of the design that were problematic for users.

Competitive analysis of NAPA's site and peer automotive retailers revealed consistent user priorities when purchasing auto parts online:

Users place the greatest value on:

- Quickly and confidently finding the correct part
- Trusting the quality and fit of the product
- Accessing clear pricing, deals, and educational guidance to support decisions

The Competition



Contextual interviews revealed that user confidence hinges on two factors: clear compatibility information and guided decision-making throughout the purchase flow.

When either is missing, hesitation and abandonment increase.

User Interviewee Quotes

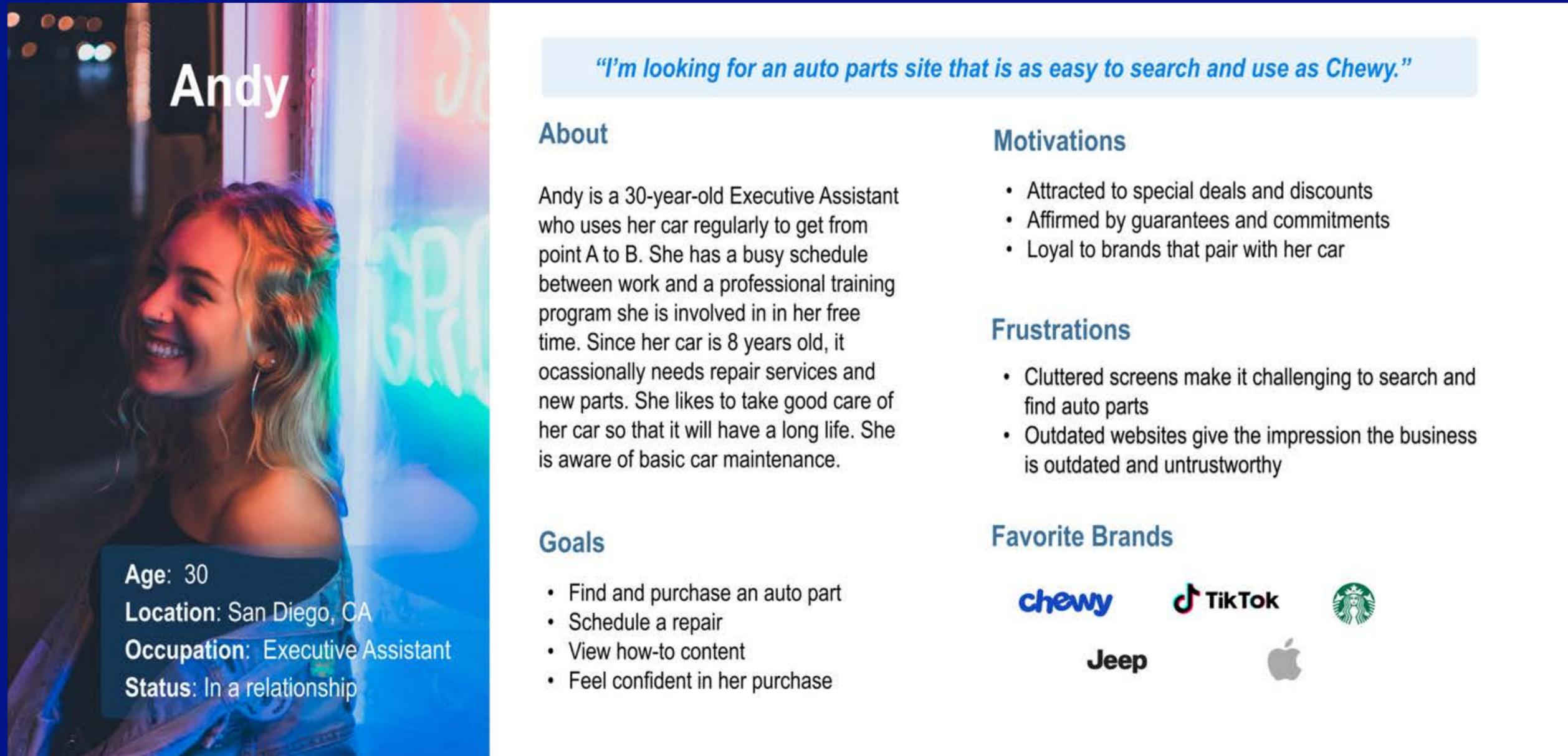
“ How do I know this part fits with my car?”

“ I would like for the ‘know how’ to be more visible

“ I like using the filters to narrow down the selection.

“ I was curious which one was ‘best’. I would like to see recommendations and reviews.

Research findings informed a primary user profile that guided navigation structure, content prioritization, and interaction design.



Andy

Age: 30
Location: San Diego, CA
Occupation: Executive Assistant
Status: In a relationship

"I'm looking for an auto parts site that is as easy to search and use as Chewy."

About

Andy is a 30-year-old Executive Assistant who uses her car regularly to get from point A to B. She has a busy schedule between work and a professional training program she is involved in in her free time. Since her car is 8 years old, it occasionally needs repair services and new parts. She likes to take good care of her car so that it will have a long life. She is aware of basic car maintenance.

Goals

- Find and purchase an auto part
- Schedule a repair
- View how-to content
- Feel confident in her purchase

Motivations

- Attracted to special deals and discounts
- Affirmed by guarantees and commitments
- Loyal to brands that pair with her car

Frustrations

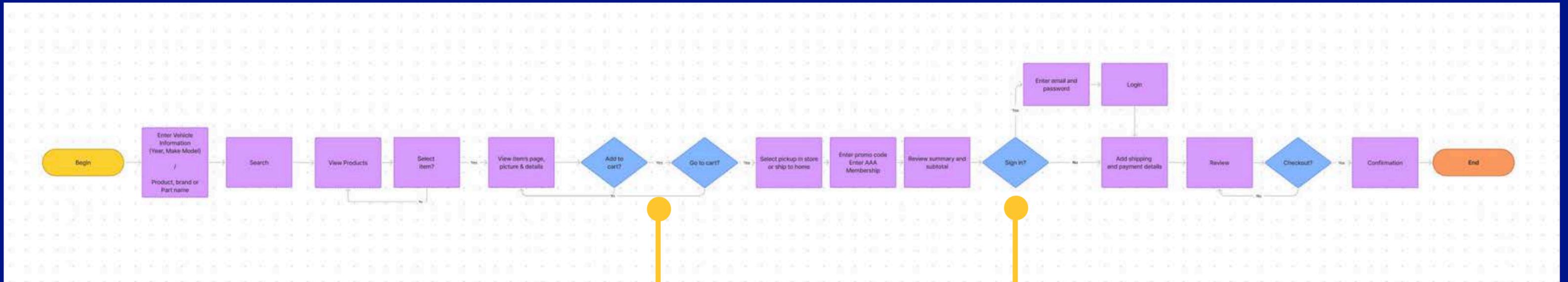
- Cluttered screens make it challenging to search and find auto parts
- Outdated websites give the impression the business is outdated and untrustworthy

Favorite Brands

chewy TikTok Starbucks
Jeep Apple

I mapped the end-to-end purchasing journey to surface points of uncertainty and reframe them through clearer compatibility cues and simplified decision-making.

User Journey Map



I removed a step where a pop-up modal appeared and asked users to confirm if they would like to add an item to their cart

Users can sign into their accounts during checkout to save time

I explored multiple layout directions and refined the work to two concepts that best balanced product visibility with clear compatibility signals.

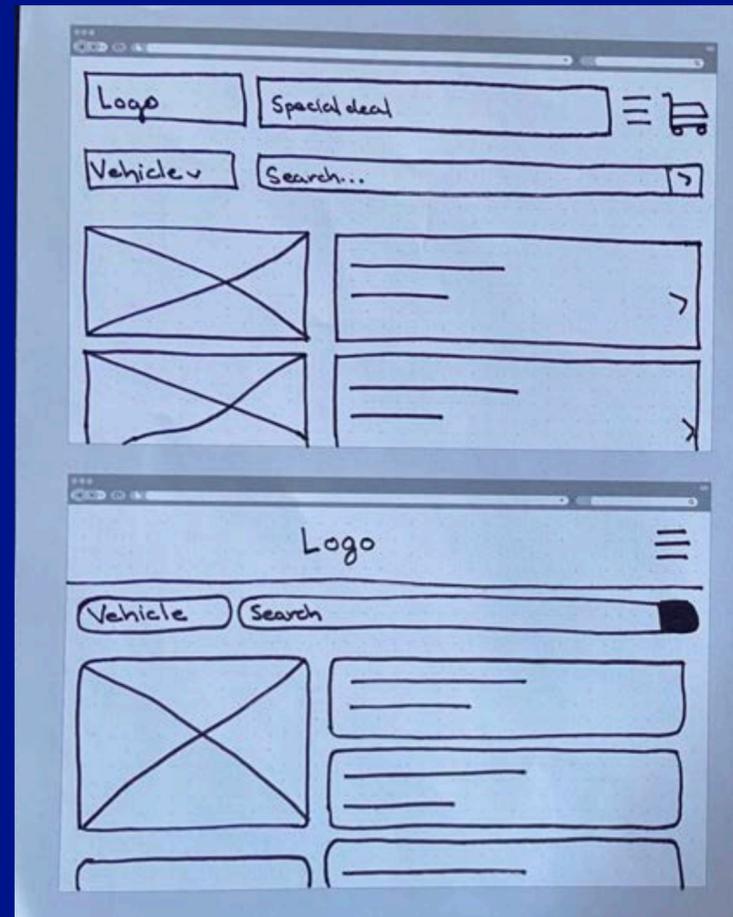
Detailed Sketches

Sketching helped to show that it was essential to reduce the visual noise to focus the user to the call to action.

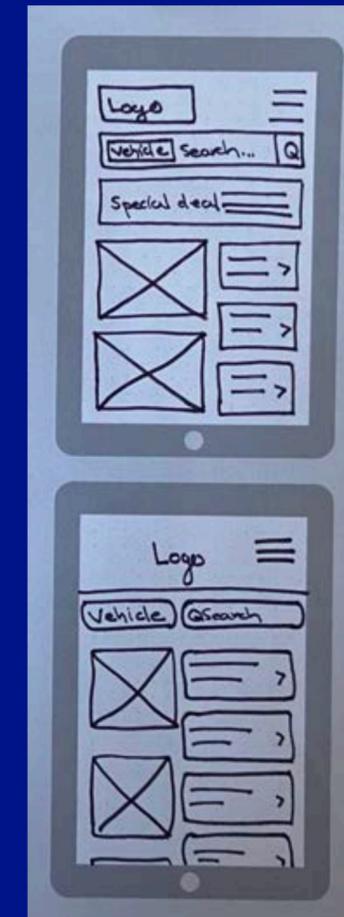
A

B

Desktop



Tablet

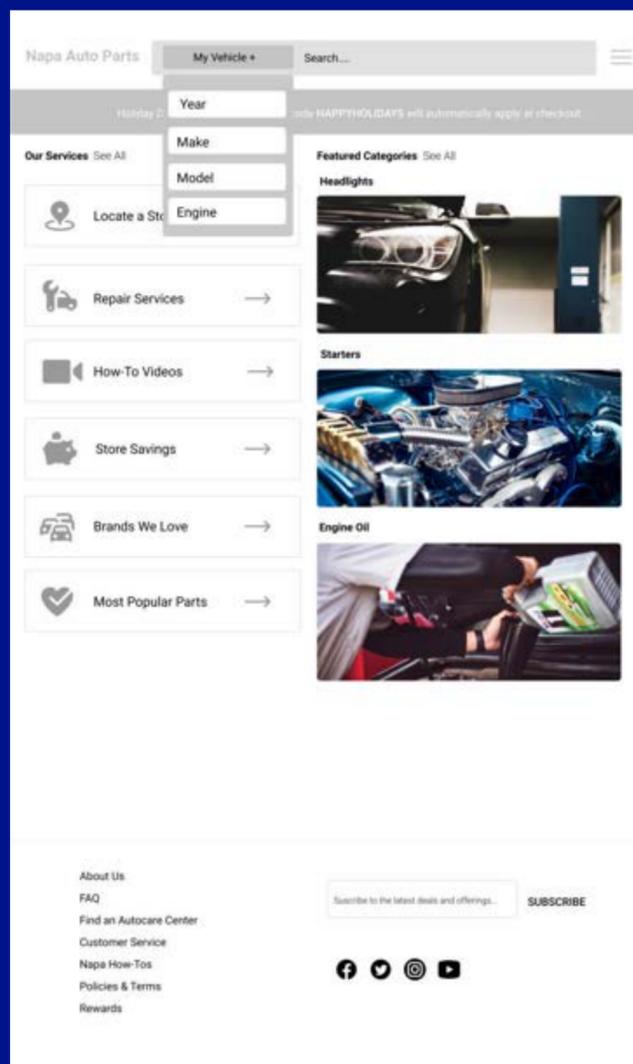


Mobile

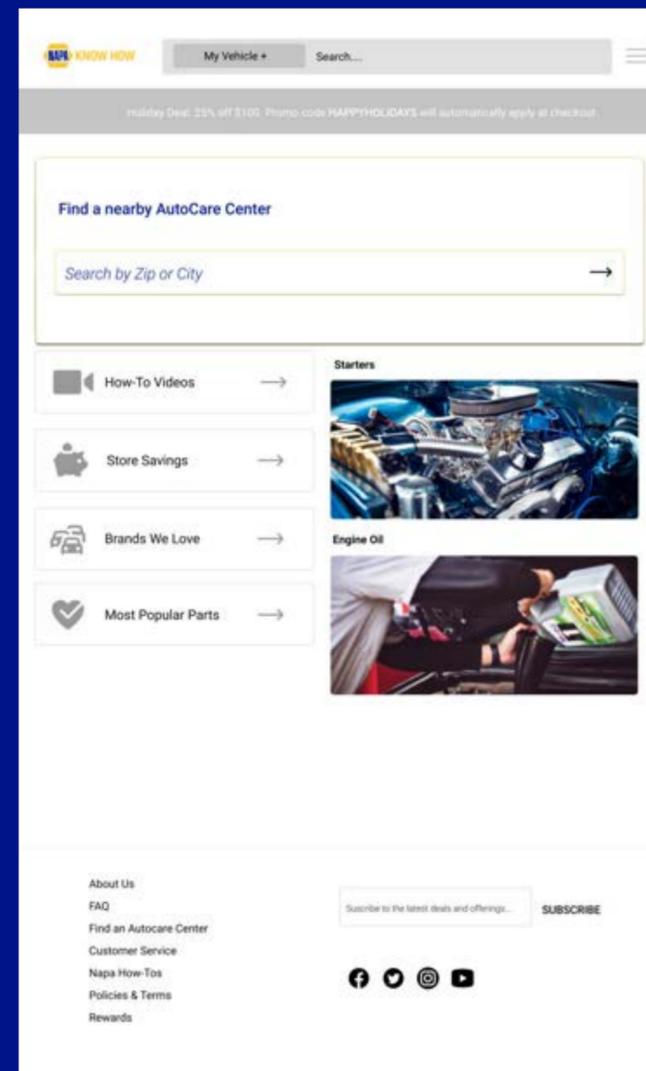


I refined the wireframes to remove unnecessary steps and align navigation labels with users' mental models, helping users move through the flow with greater confidence.

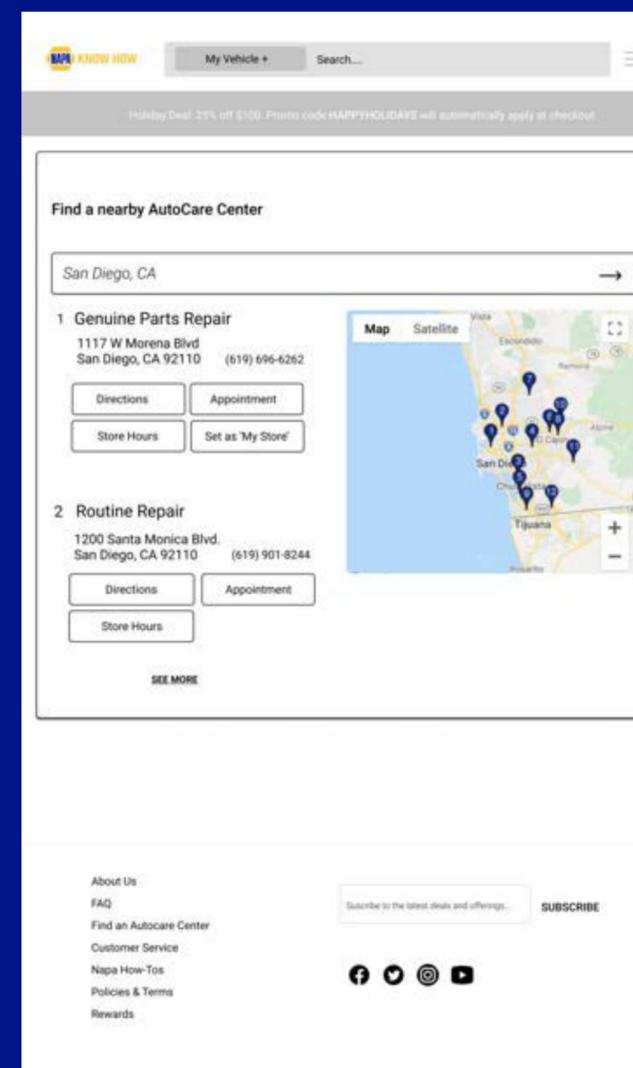
Homepage



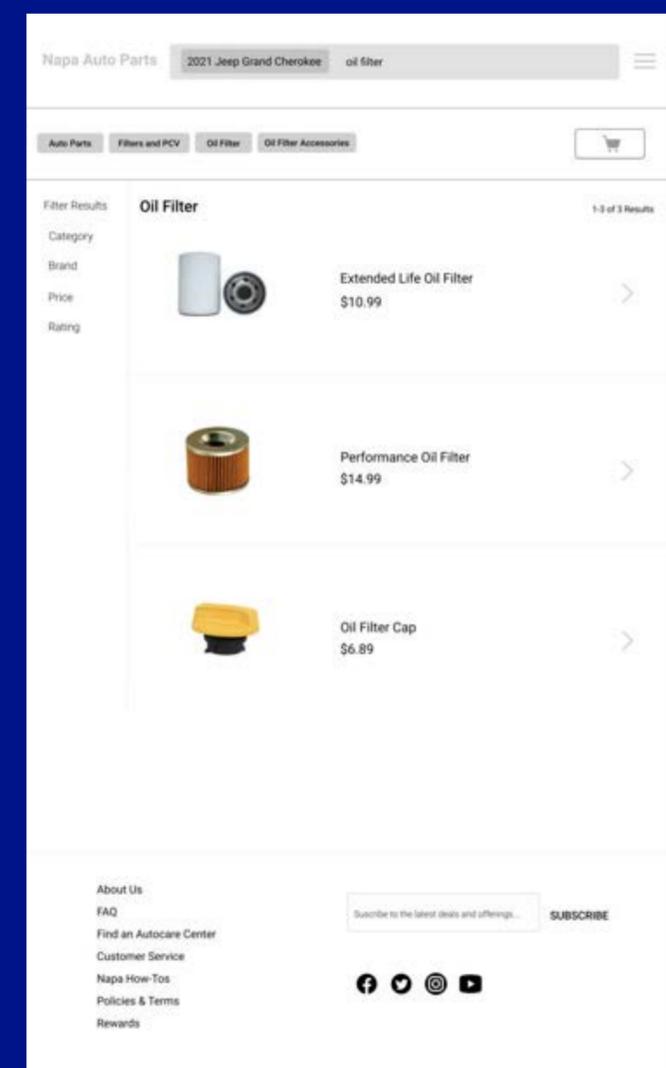
Locate a Store



Nearby Locations



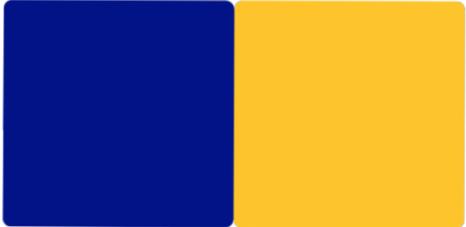
Search: Oil Filter



The visual system remained closely aligned with NAPA's existing brand to preserve recognition and trust.

The blue and yellow palette was retained, and Roboto replaced Alerion as a legible, system-friendly typographic match..

Evolved for clarity, not reinvention →



Aa

Roboto

Light Regular Medium **Bold**

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

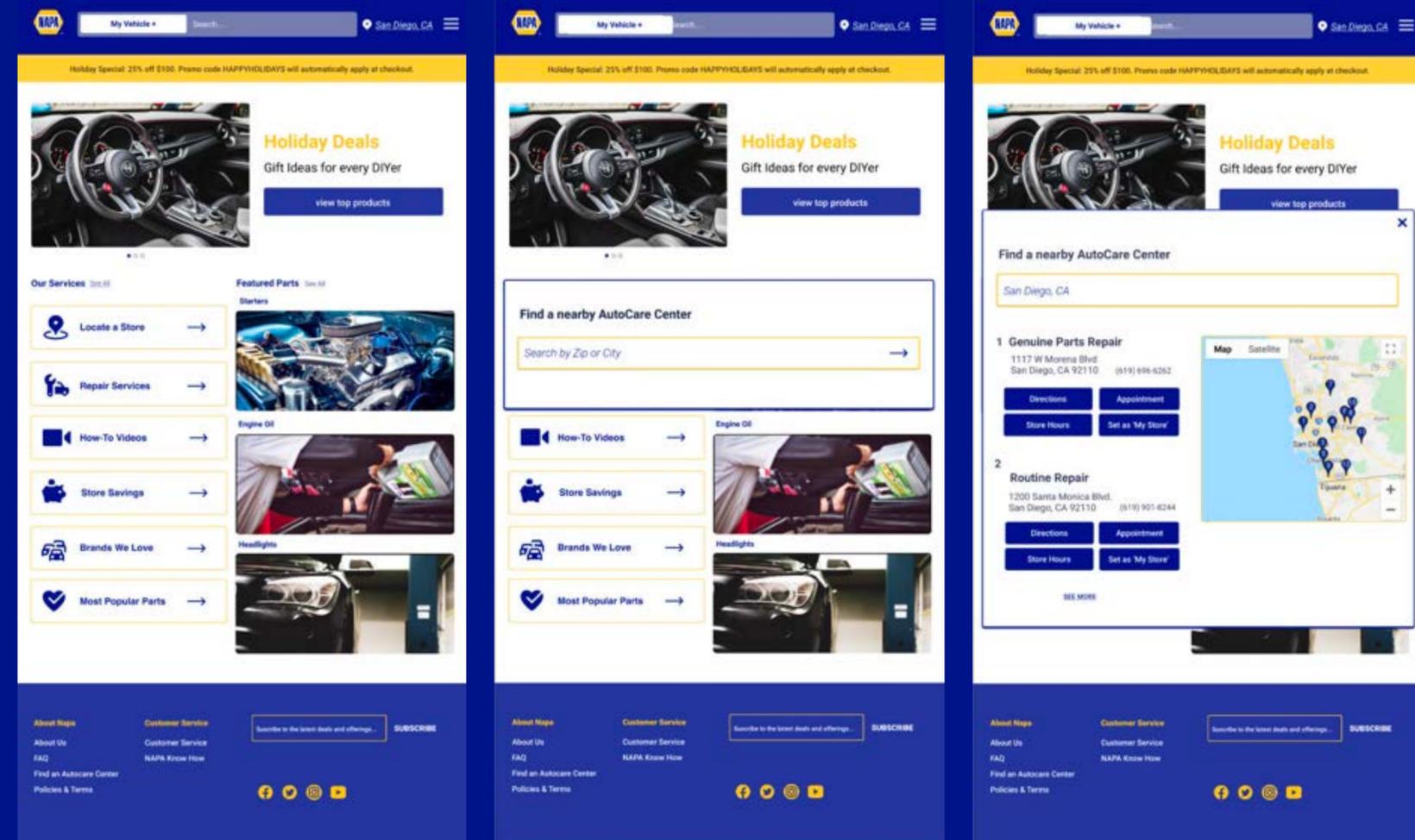
123456789!A#\$%^&*()

PROTOTYPE, TEST, & ITERATE

Wireframing and prototyping explored how vehicle-specific inputs could personalize search results and increase user confidence.

Early concepts leaned heavily on modal guidance, revealing the need to balance instructional support with efficient, uninterrupted progression through the flow

Prototype



Usability testing with five participants validated overall clarity while surfacing targeted refinement opportunities:

- The purchase flow felt intuitive and easy to follow
- Navigation required minor adjustments to improve wayfinding
- Educational content increased confidence for DIY repairs

Usability Test Questions

- **Enter the following auto details: (2020, jeep, grand cherokee)**
- **Set your location to San Diego, CA to find a nearby shop. Which location appears first?**
- **Search for a part: an oil filter. Move through as if you are going to complete the purchase for the oil filter.**
- **Find a page that will show you how to change your oil.**

- **What do you like?**
- **What do you dislike?**
- **What would you change?**

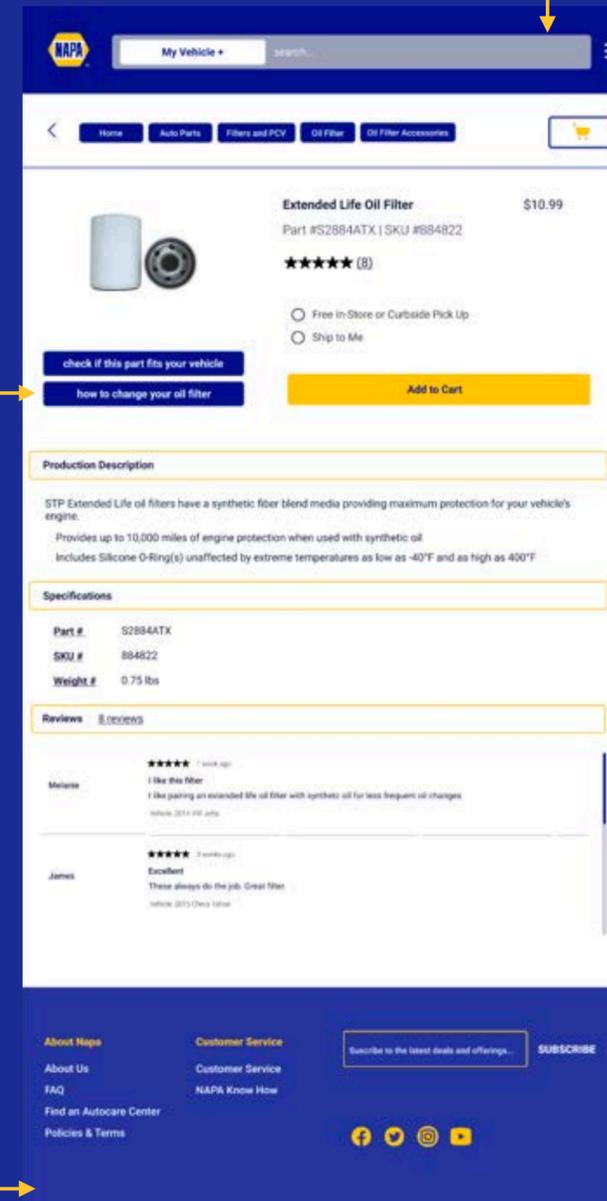
PROTOTYPE, TEST, & ITERATE

Testing surfaced gaps in navigation visibility for support and location features, increasing friction for users seeking in-store or DIY help.

Suggested spot for 'Locate a store' feature

Visible 'How to Change your Oil' Guidance

Reorganized The footer



Item Detail Page

Targeted refinements improved navigation clarity, readability, and the visibility of key actions—reducing friction across the flow.

Improved Layout

BEFORE



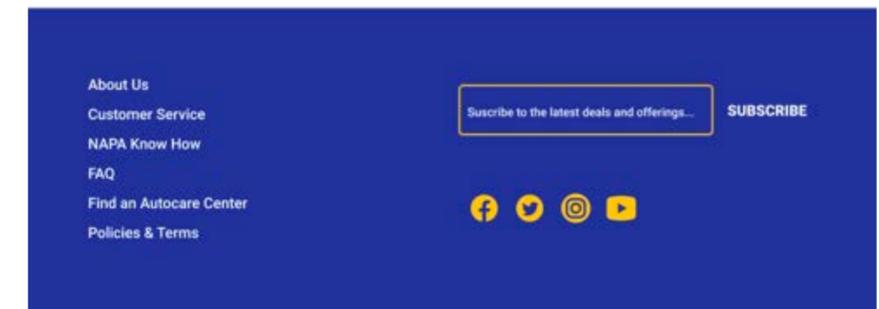
AFTER



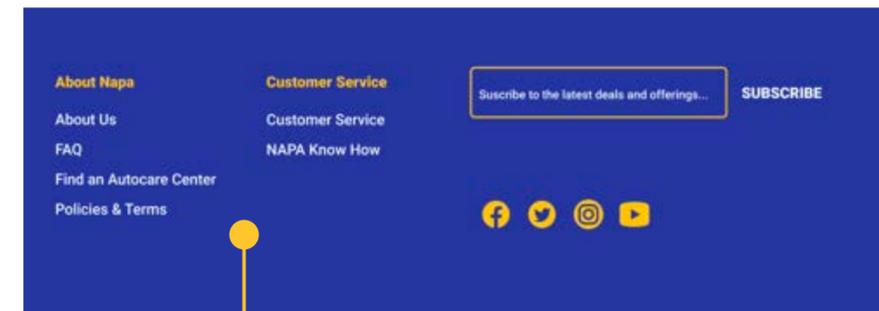
**Added 'Locate a store'
to the navber**

Improved Organization

BEFORE



AFTER

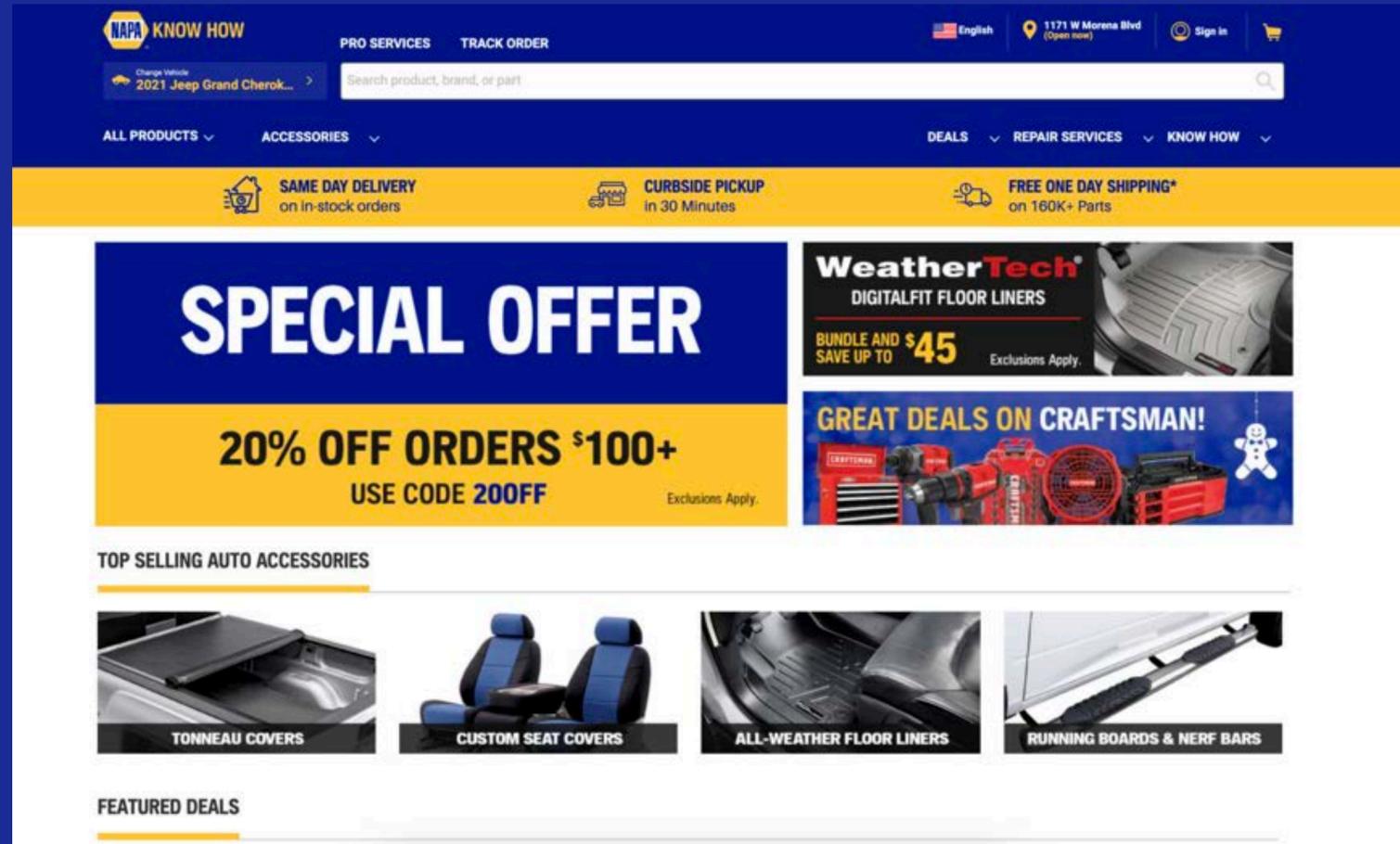


**Re-organized the footer
links**

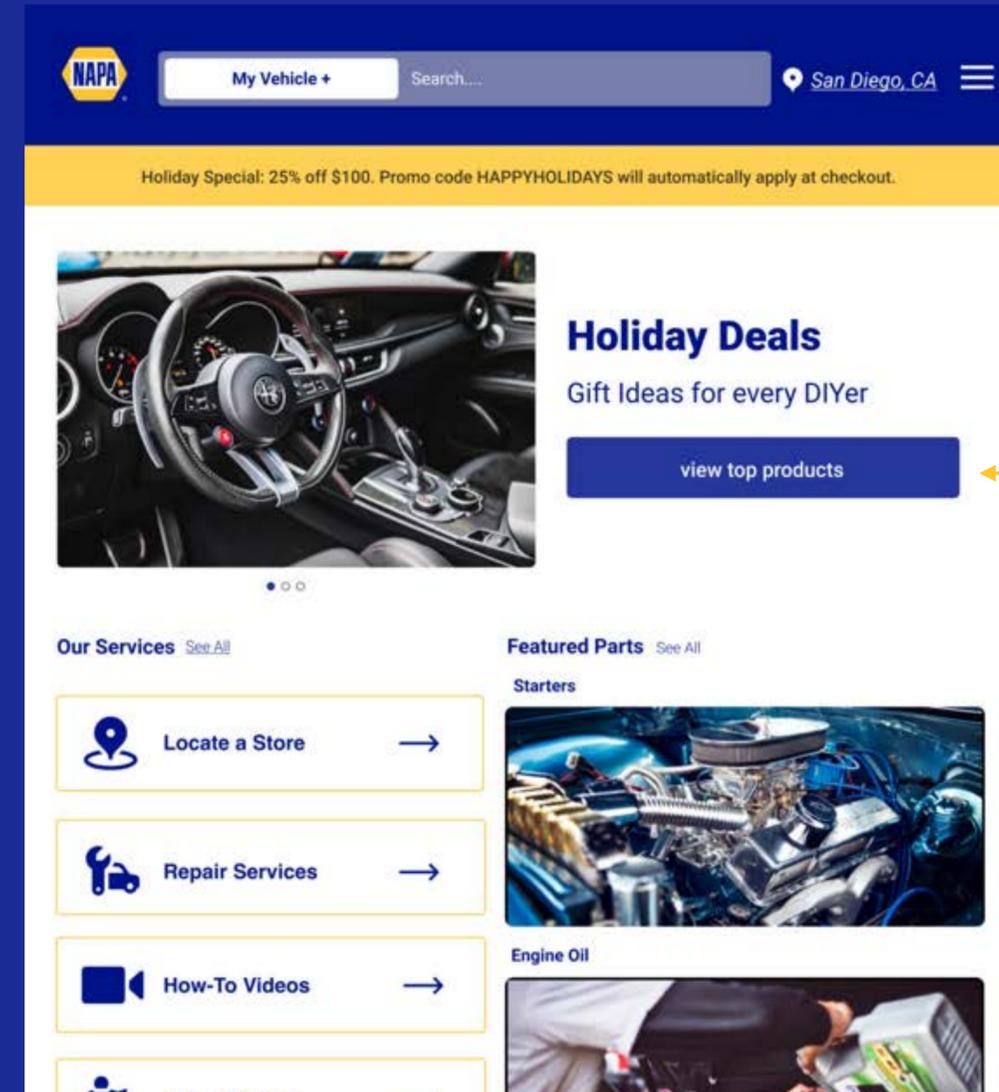
BEFORE & AFTER

The redesigned homepage prioritizes scannability and key actions to help users quickly find the right part.

ORIGINAL



REDESIGN



Less
imagery
and text

BEFORE & AFTER

Before-and-after views highlight improved navigation visibility and structure, making key destinations easier to find.

ORIGINAL



REDESIGN

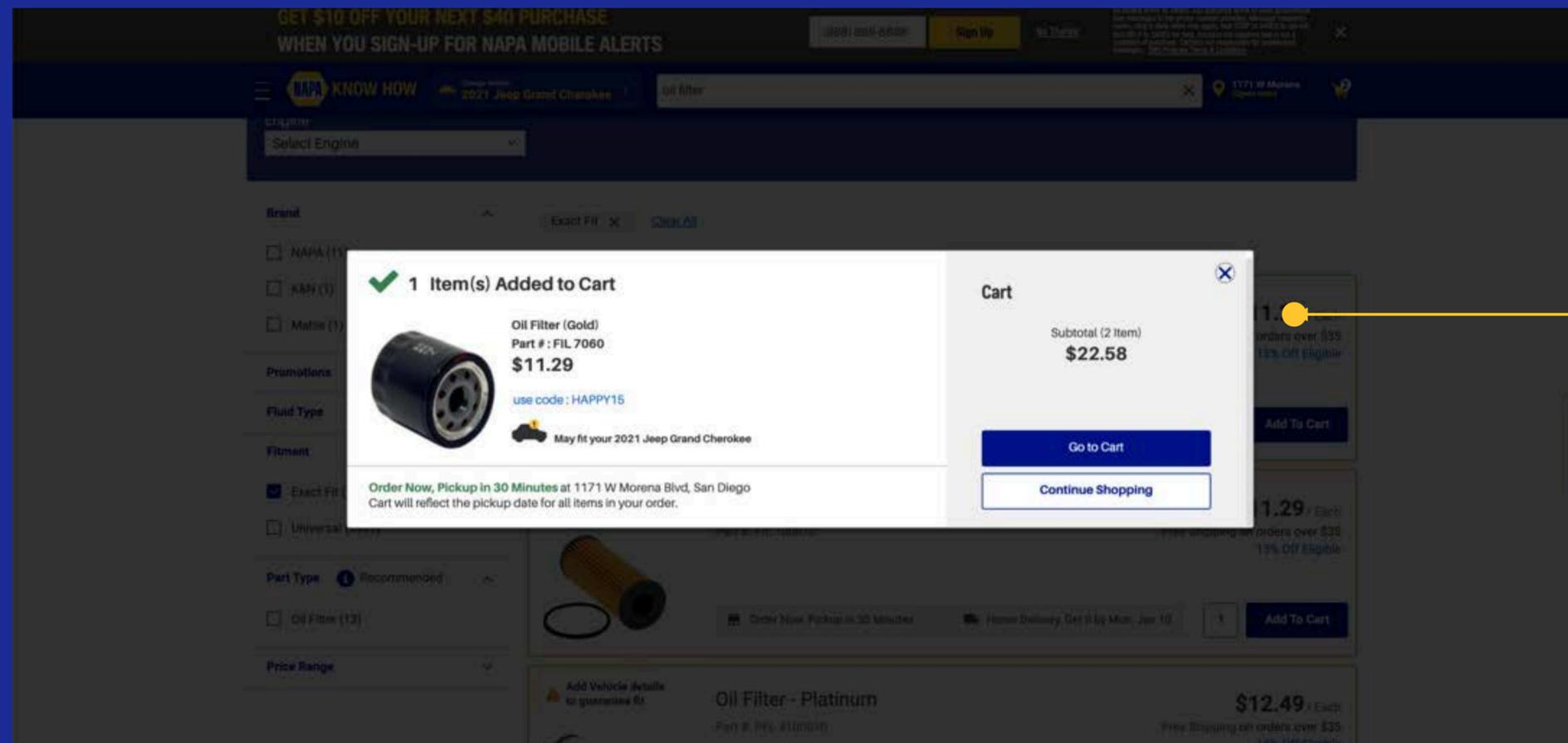


A less crowded header

BEFORE & AFTER

A modal to confirm selection of a part was removed to reduce friction and maintain user momentum, streamlining the path from selection to purchase.

ORIGINAL

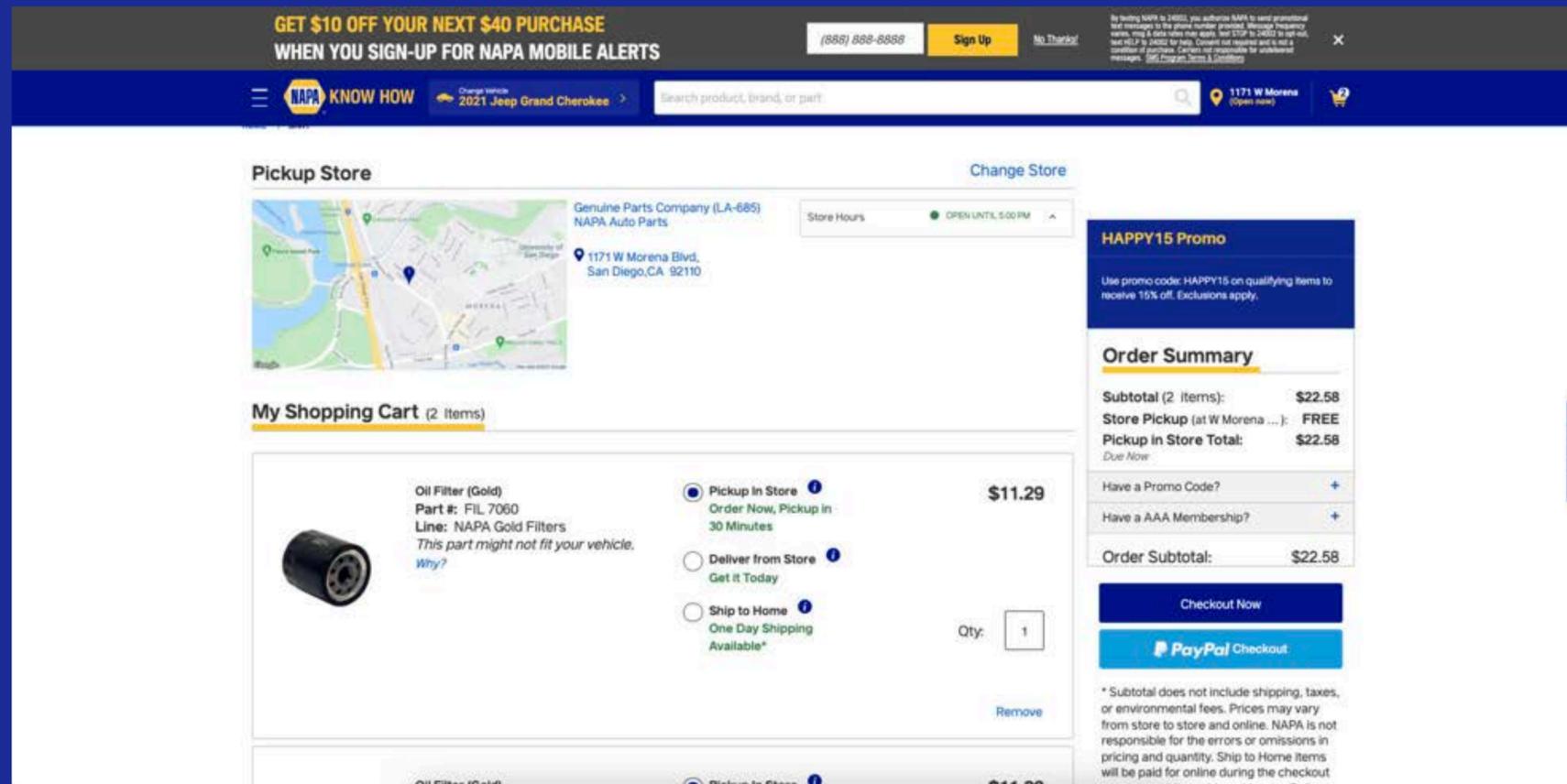


The modal no longer exists in the redesign

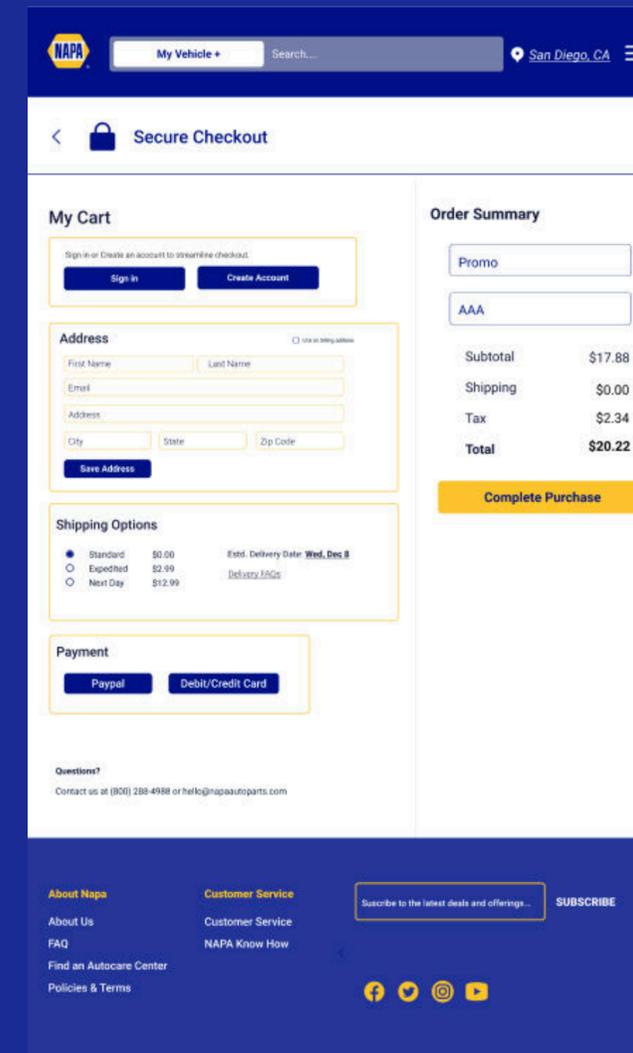
BEFORE & AFTER

The checkout details page was refined to prioritize primary actions and reduce hesitation at a critical decision point.

ORIGINAL



REDESIGN



Emphasis on the calls to action

The redesigned experience improved clarity around part selection, reduced hesitation during checkout, and supported novice and experienced users—without fragmenting the overall flow.

Key Outcomes & Results

- Reduced visual noise to improve scanability and focus
- Elevated primary calls to action at critical decision points
- Reinforced that purchasing is simple and supported, while making help and educational resources easy to access when needed

What I Learned

- Designing for mixed levels of expertise requires clarity without compromising efficiency for experienced users
- Reducing uncertainty can be more impactful than reducing the number of steps
- Small interaction decisions can significantly influence user trust and conversion



Learn & Vest

Research, design & interactive prototype for an investment advice app for women

Learn&Vest

Project Summary

Learn&Vest is a mobile financial education experience designed to help women build confidence and take meaningful steps in their investing journey through daily guidance and low-friction learning.

Timeline & Team

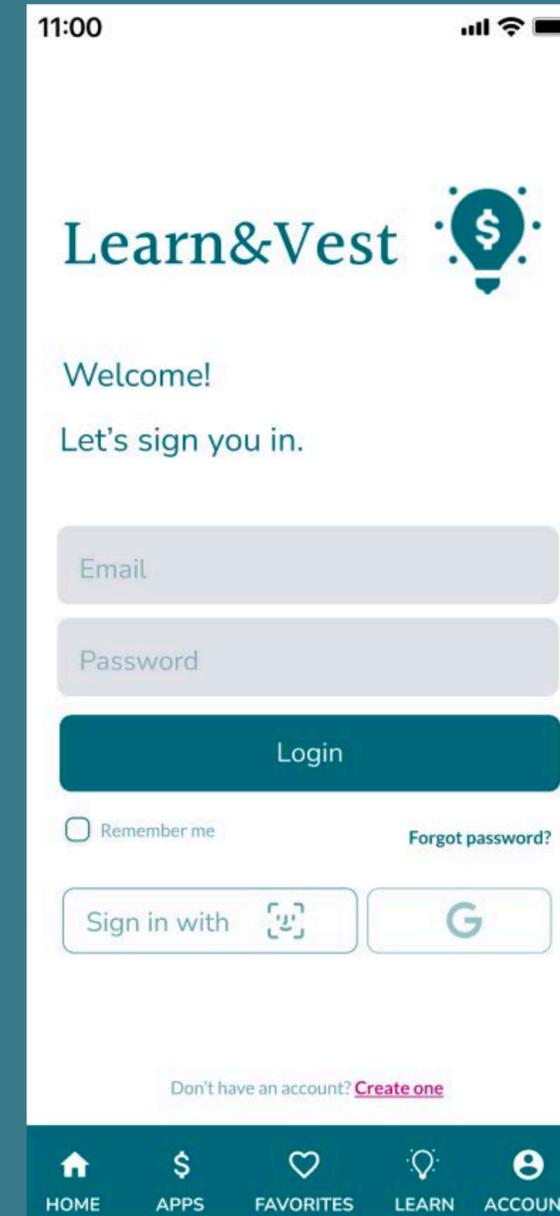
I was the sole researcher and designer. 4 weeks end-to-end.

Responsibilities

- User Research
- Experience Design
- Visual Design
- Prototype

Results

A prototype design of a new investment advice app for women.

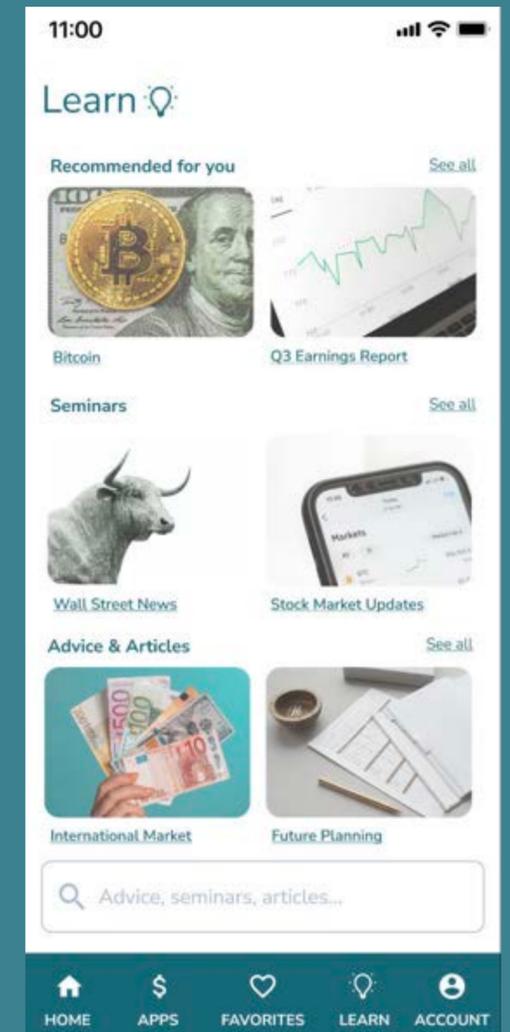
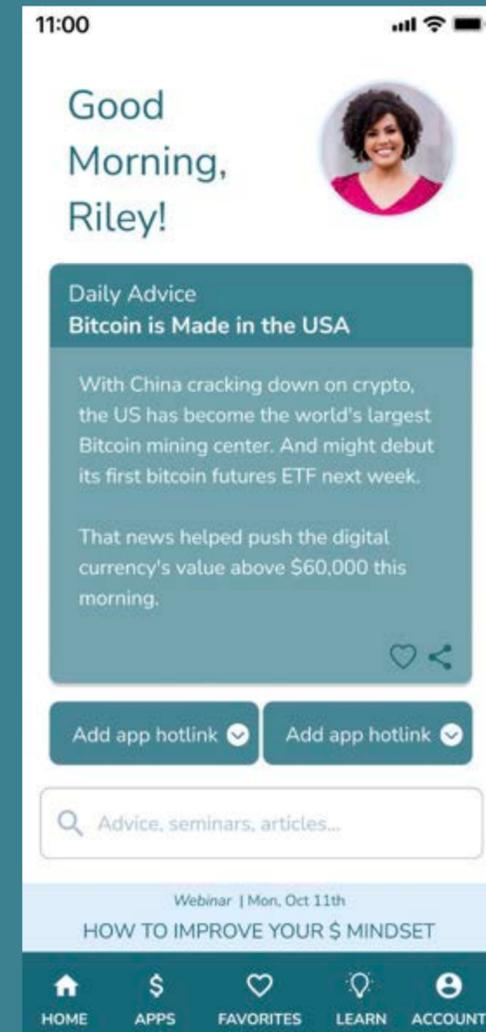


Learn&Vest provides short, actionable investment guidance and educational content tailored to women who want to invest but feel underserved by existing platforms.

Core Features:

- Daily investment tips
- Educational seminars and articles
- Quick access to frequently used financial tools

Prototype



While women consistently outperform men in investing returns, confidence levels do not reflect this success.

Much of the available financial education is designed by and for experienced, male audiences—leaving many women feeling uncertain about where to begin or how to progress.

67%

Of women invest
outside of their
retirement accounts

40pt

Women are leading
men in returns by a
40-point margin

66%

Of women are seeking
educational content
and guidance with
investing.

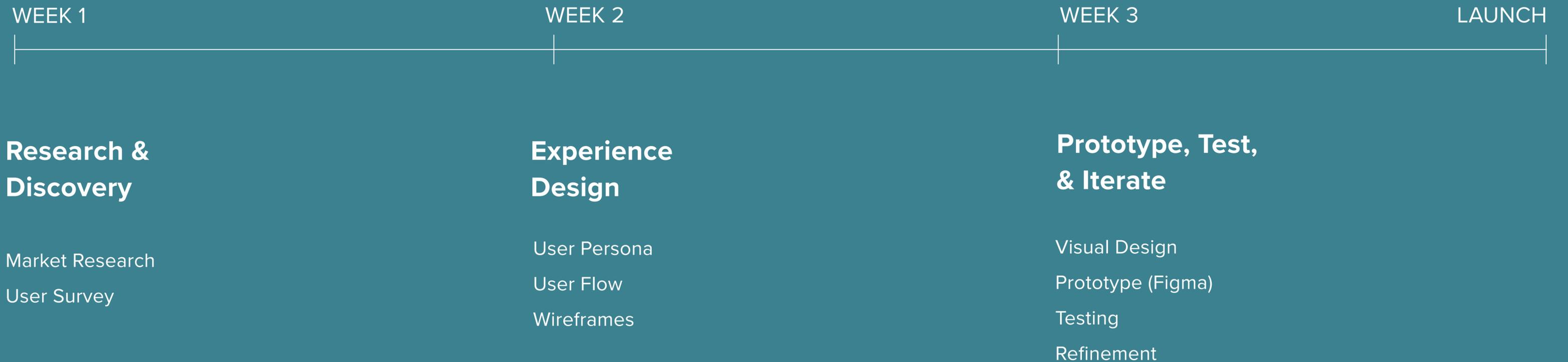
PROJECT SUMMARY

To meet the needs of female investors, my goal was to create an app that serves as daily motivation and provides a daily piece of educational content to encourage women to become more comfortable and confident in their abilities.

How might we create a supportive, easy-to-navigate experience that provides daily motivation and practical education—helping women feel capable, informed, and ready to take action?

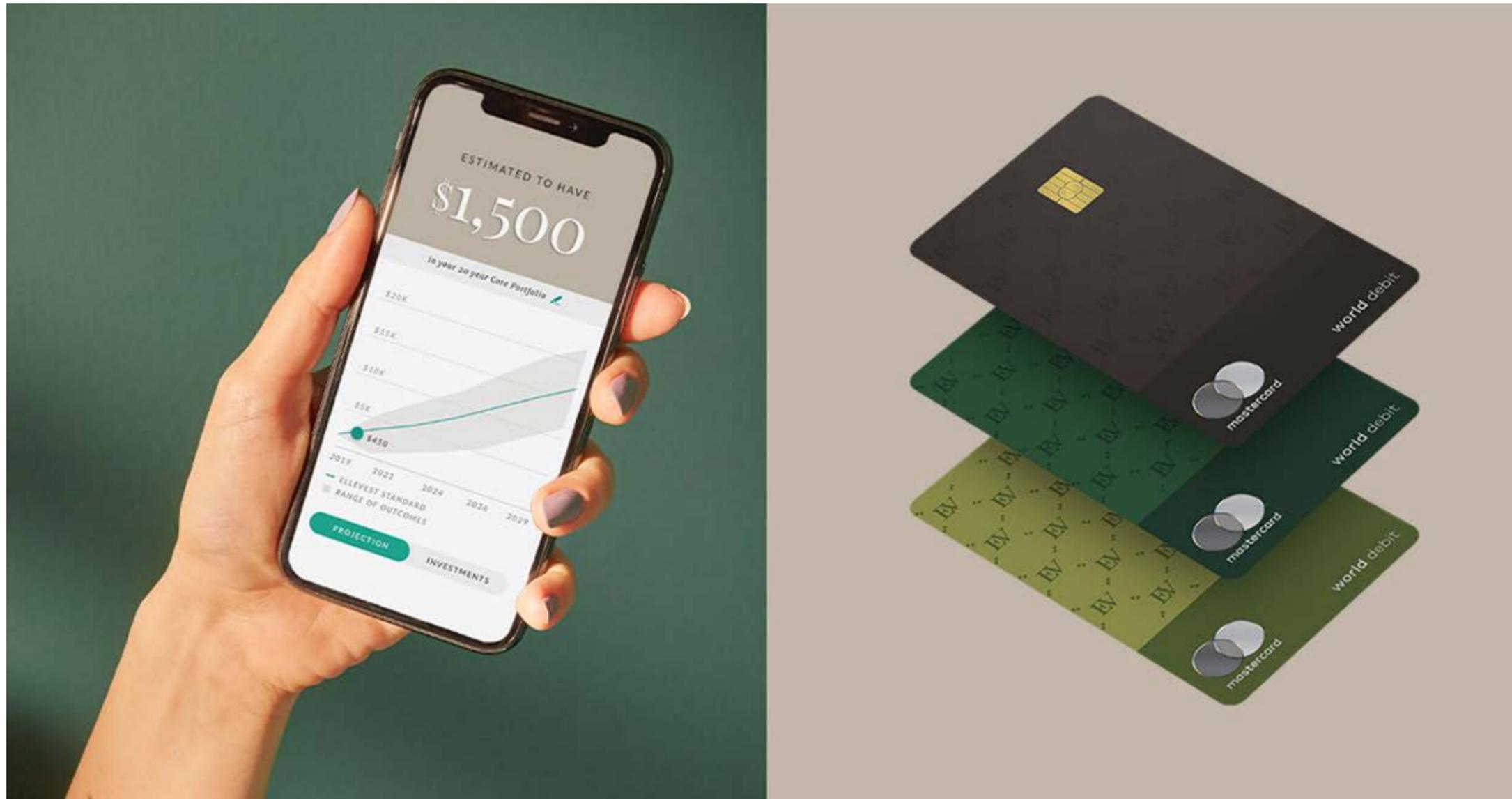
PROCESS

I led this project end-to-end, from discovery through interactive prototype and iterative usability testing over a four-week period.



RESEARCH

I began with market research, reviewing existing financial education apps and platforms to understand how tone, structure, and content presentation influence trust and engagement.



Leading platforms succeed when content feels organized, approachable, and visually inviting.

The most popular app in this space, **Ellevest**, helped to shape the focus for my design.

RESEARCH

I conducted a screener survey and interviews with five women to understand financial habits, learning preferences, and barriers to investing.

Key Findings

- *Users primarily manage finances on mobile*
- *Simplicity and clear actions increase confidence*
- *Encouraging feedback and progress signals reinforce healthy habits*

“ I like the convenience of Mint and being able to keep up to date with my spending. Mint sends me red flags and praises me if I reach a goal. It keeps me on a budget and I can see how I am spending money. I can see that I haven't spent as much. Then, I use that to save. It helps me to build healthy habits.

User

RESEARCH

The feedback I received during the user research and interviews helped to shape my user persona, Riley Richards:

A 30-year-old professional beginning her investing journey, seeking approachable education and reassurance as she works toward long-term financial independence.

Riley



Age	30
Location	Austin, TX
Occupation	Counselor
Hobbies	Time with her dog, HIIT, Boxing Classes
Family	Lives with her boyfriend

Goals

- Learn investment strategy
- Build a well rounded portfolio
- Prepare for the future

Challenges

- Hard to know where to begin
- Most content is for experienced investors
- Most investing advice platforms are designed for men

Understanding Riley's context revealed a core need: guidance that builds confidence without overwhelming or judgment.

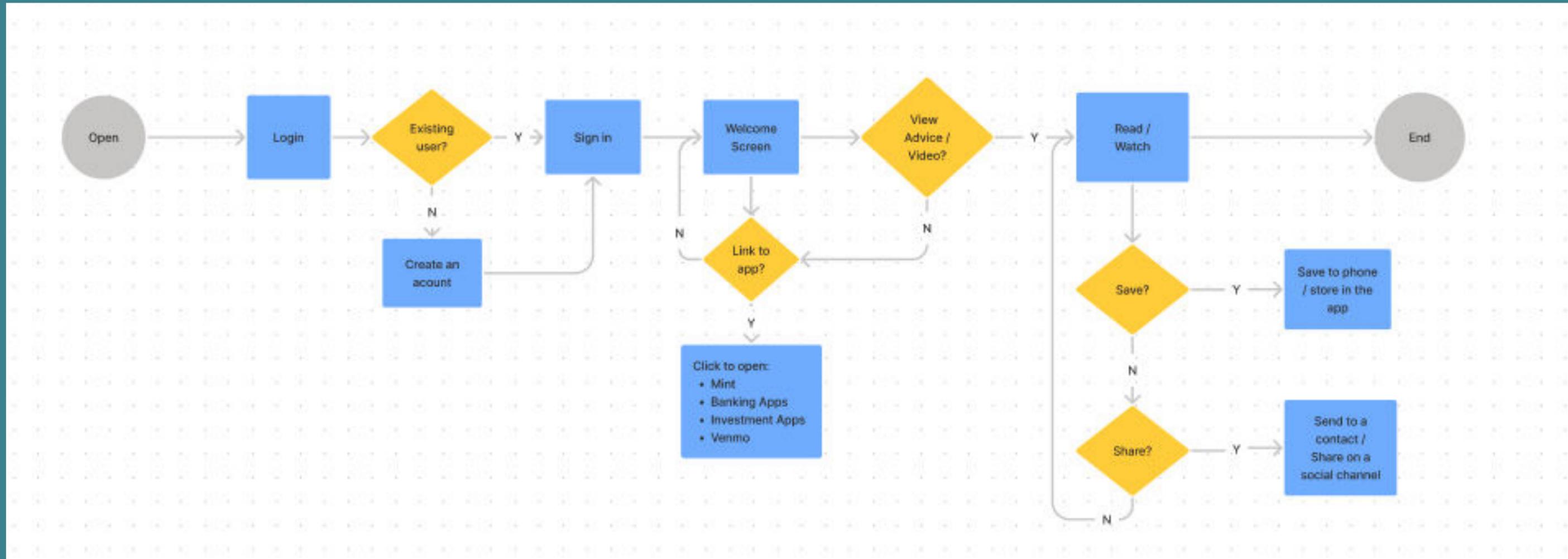
Primary Tasks

- View and engage with daily advice
- Explore educational content
- Manage account and notification preferences

“ There should be more resources on how to get started...and tips and tricks.”

Riley

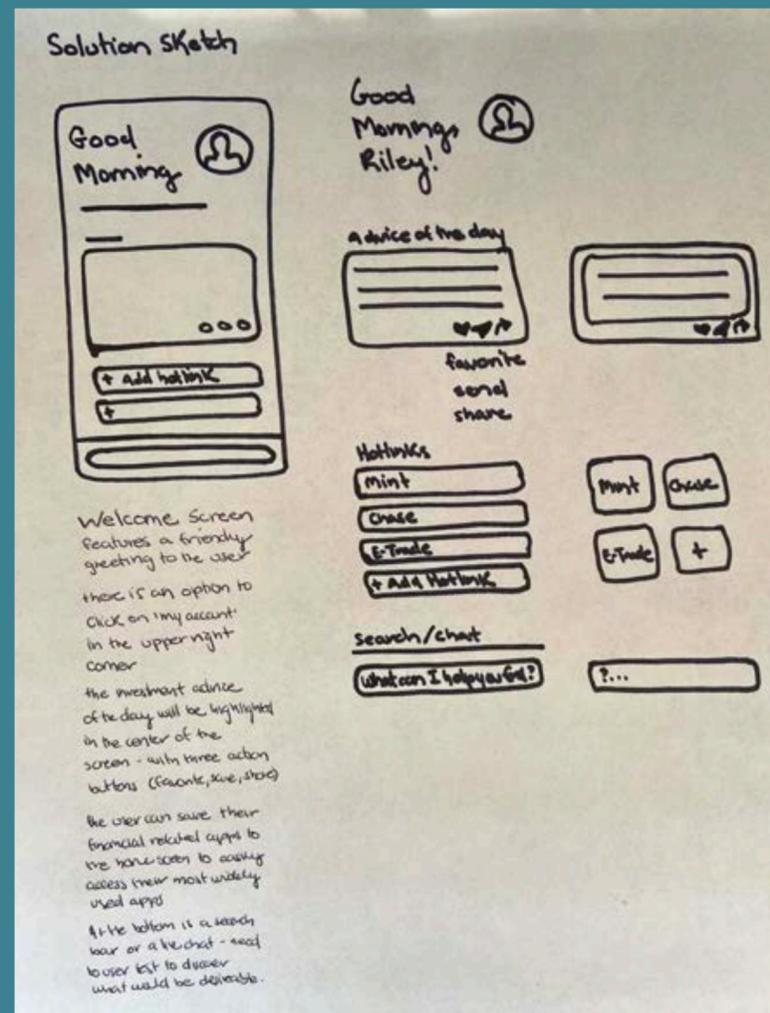
I mapped Riley's journey to ensure educational content and tools felt easy to discover, return to, and act on—supporting consistency over time.



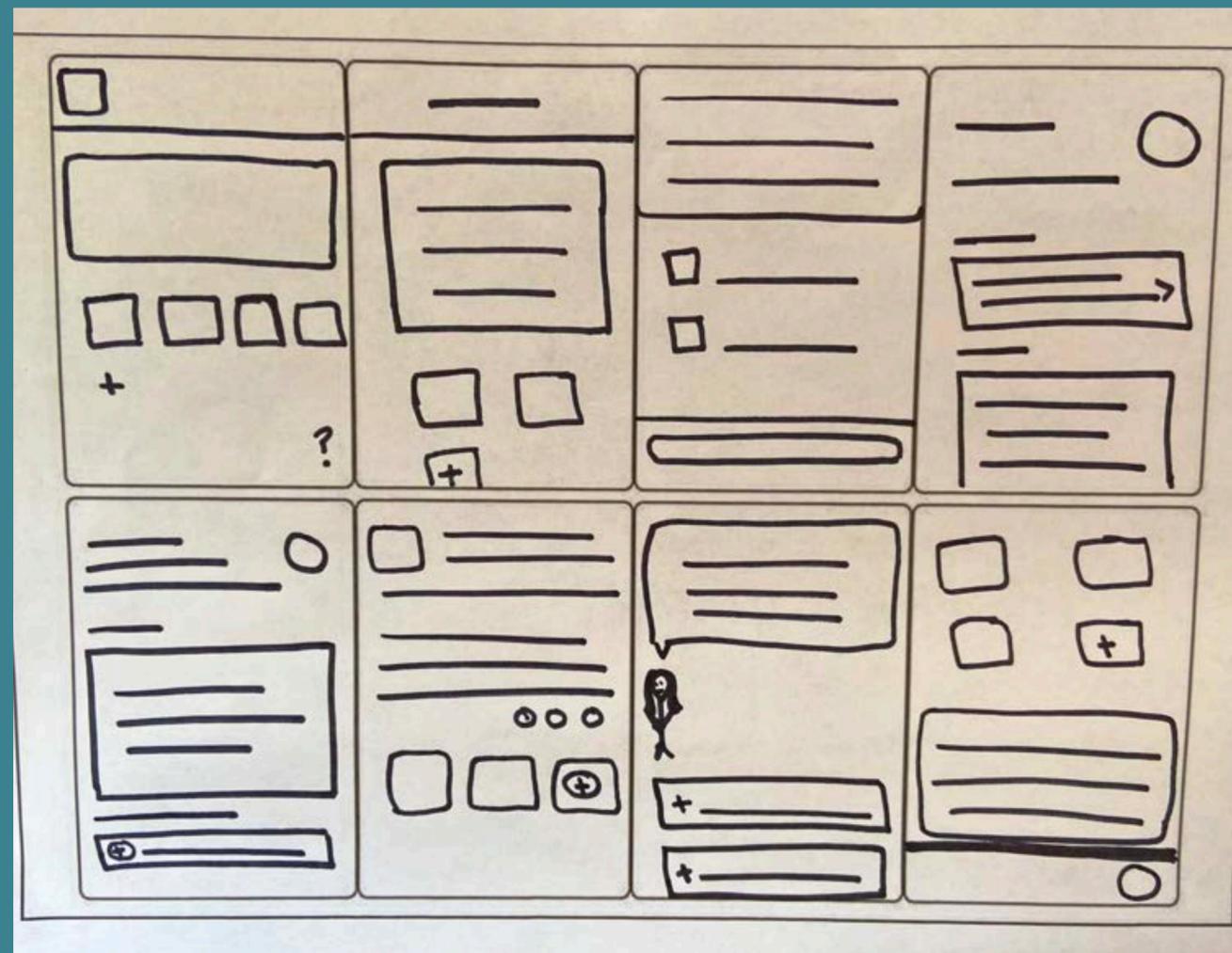
User Journey Map

Through sketching and rapid ideation, I explored multiple layout directions and consistently gravitated toward designs with generous spacing, visual balance, and clear hierarchy.

Sketches



Crazy 8s



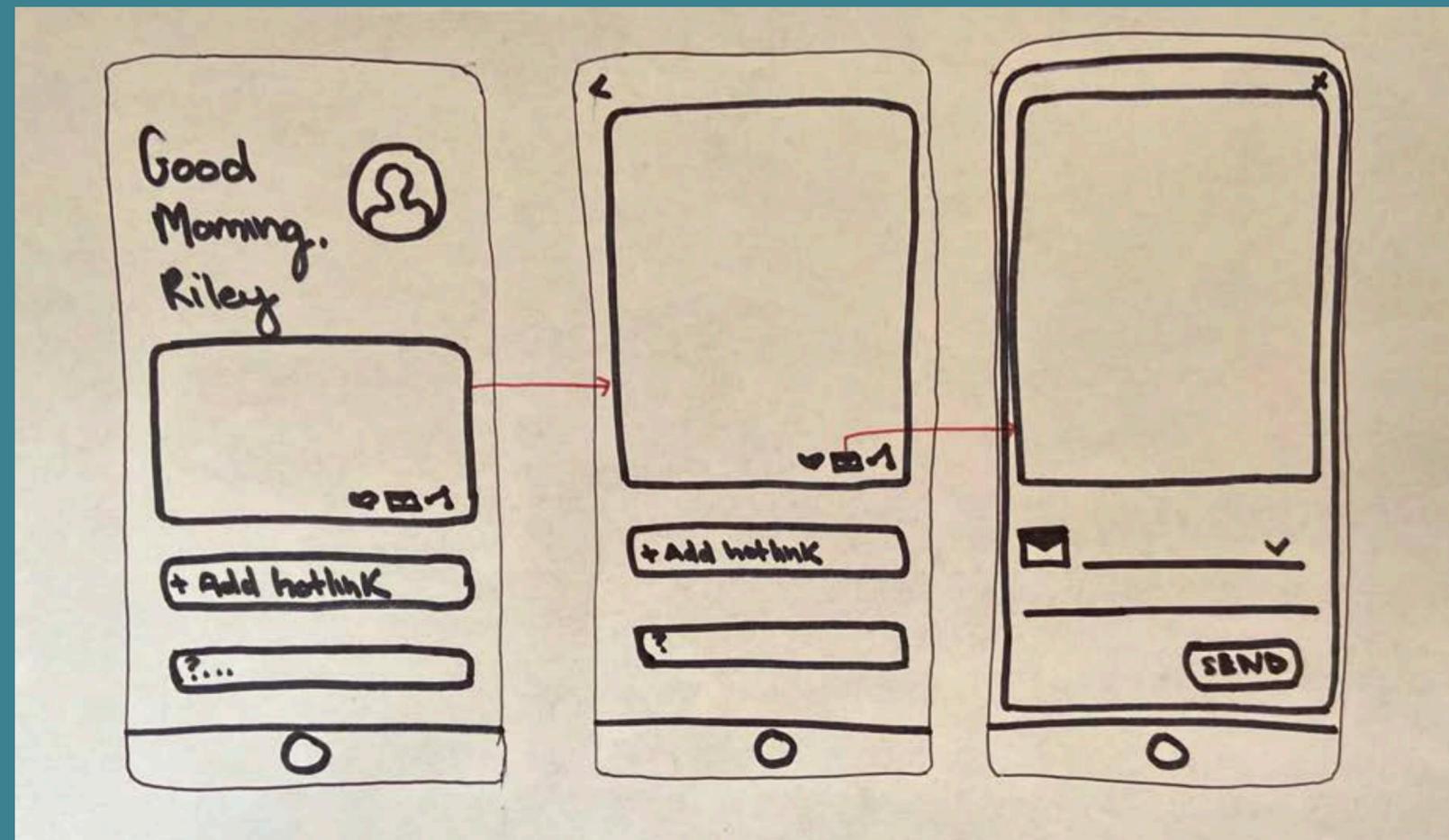
Crazy 8s revealed that Less visual noise improved scanability and comprehension.

My eye gravitated towards the designs with negative space

I was also drawn to the designs with balanced shapes

Early exploration revealed the homepage as a critical moment for confidence-building. The layout was structured to clearly communicate what actions users could take—and why they mattered.

Sketches of the homepages



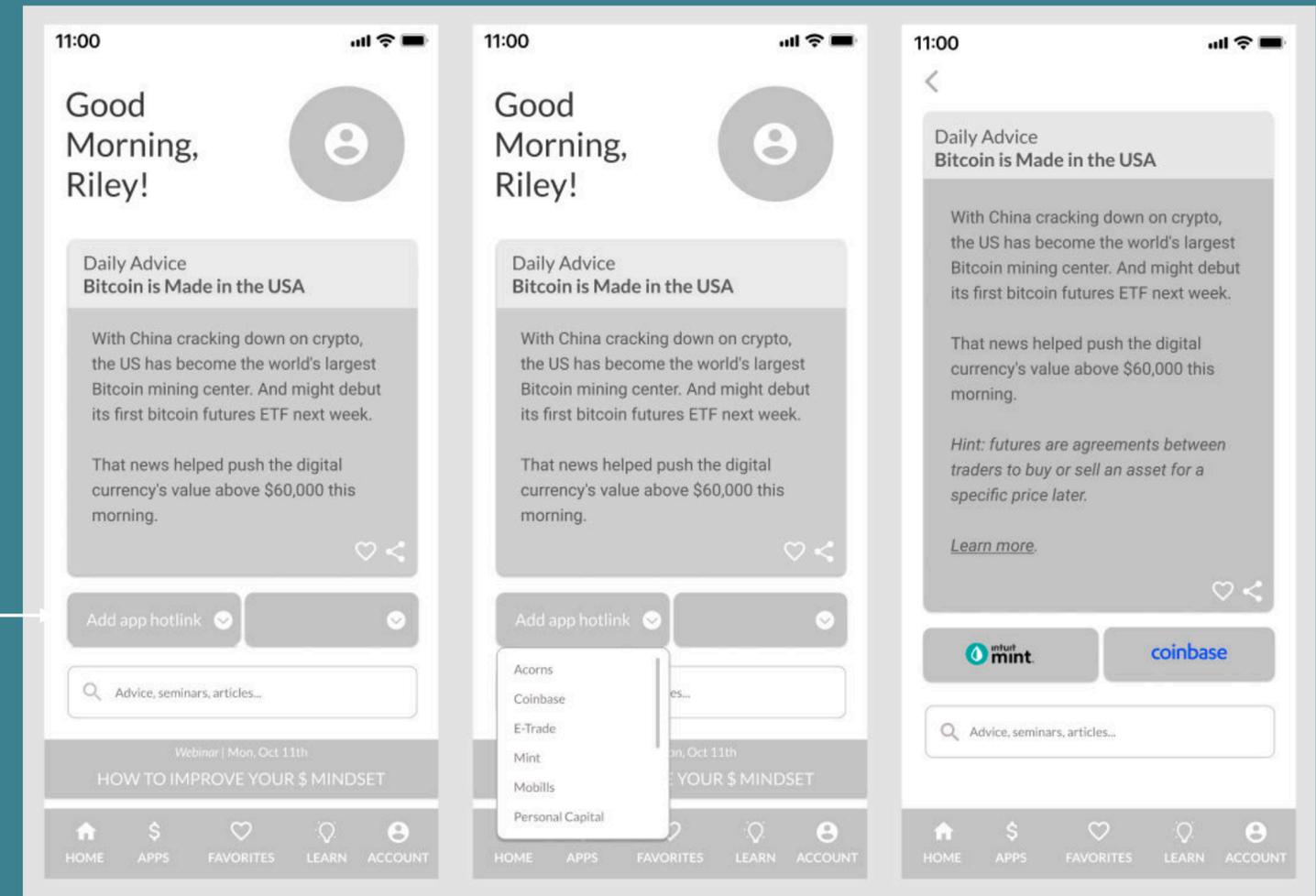
One challenge was structuring the homepage in a way that doesn't appear cluttered

Initial concepts included live advisor chat, but research and early feedback indicated that this added complexity and pressure.

Design Decisions

- Shift focus to general educational content
- Reduce cognitive load
- Keep the experience lightweight and approachable

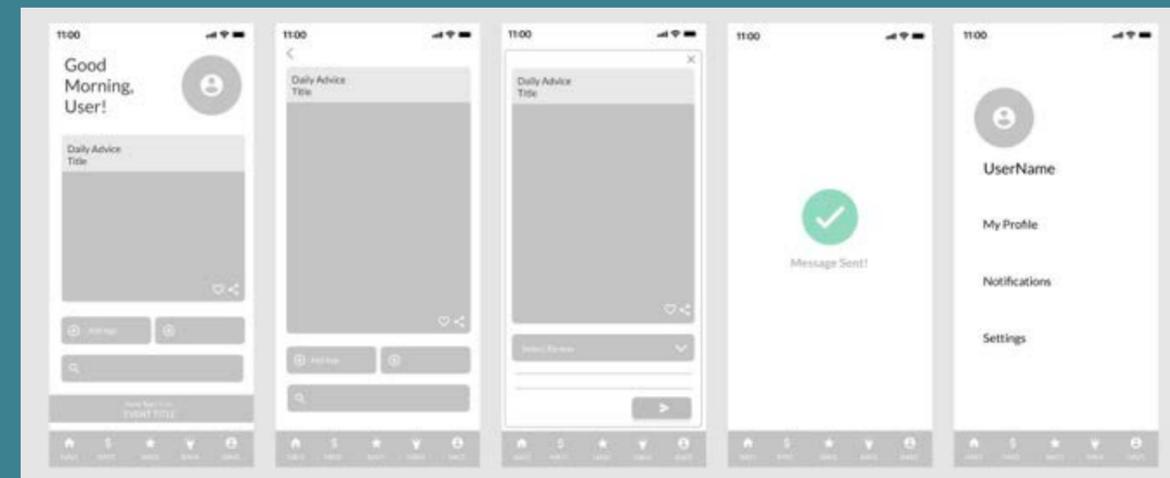
Wireframe



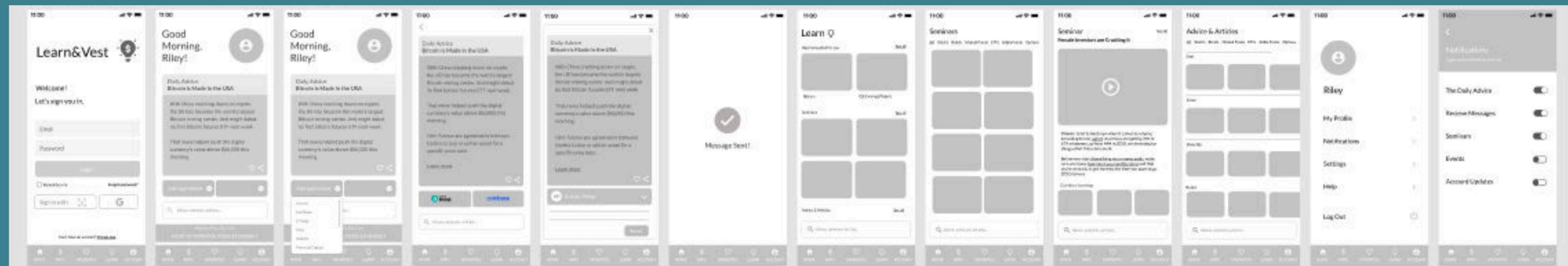
A special feature that I added was the ability to link one's favorite financial app to allow one to have continuity in completing any related tasks by clicking through into their financial app of choice.

As designs progressed from mid- to high-fidelity, I refined hierarchy, spacing, and readability to support quick comprehension and ease of use.

Wireframe (Mid-fidelity)



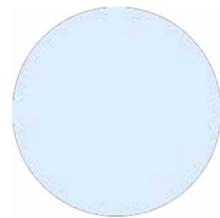
Wireframe (High-fidelity)



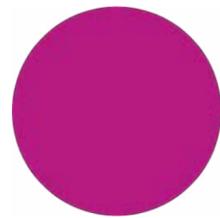
The visual system I created reinforces Learn&Vest's values of learning, motivation, and progress.

Design System

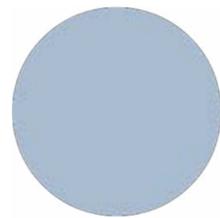
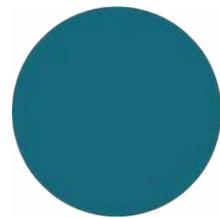
Colors



I created a color scheme that featured a bright green to create the tone that it is financially focused.



I wanted to keep the colors simple and use color as a way to direct attention but not overwhelm the viewer.



Typography

Headings – Halant

Body – Nunito Sans

H1 – Halant Bold (28px)

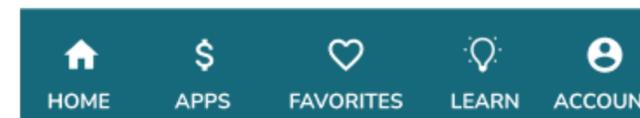
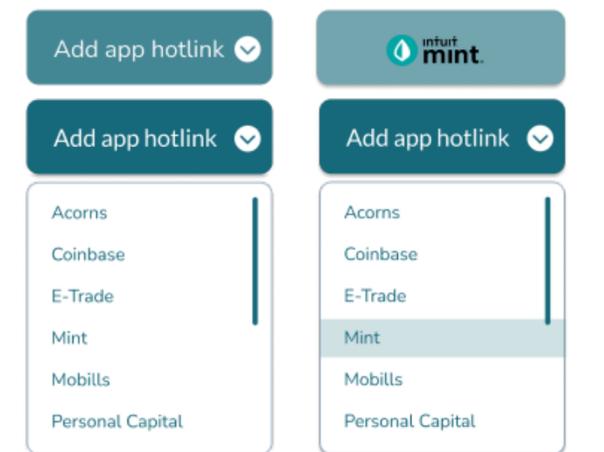
H2 – Nunito Sans Light (24px)

H3 – Nunito Sans Regular (20px)

H6 – Nunito Sans Regular (12.8px)

Body – Nunito Regular (16px)

Buttons



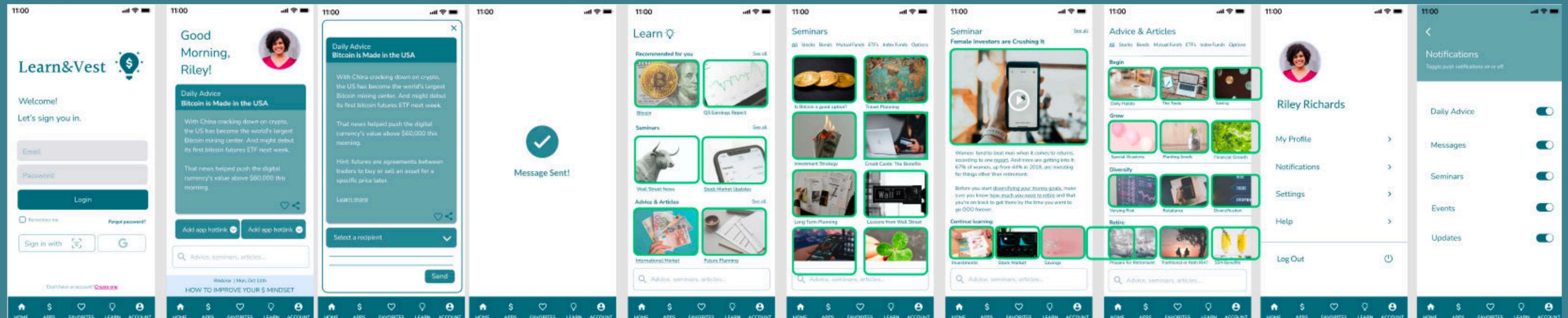
Icons



PROTOTYPE, TEST, & ITERATE

I then created an interactive prototype in Figma and tested it with three users to validate the design decisions, refine and iterate.

Wireframes (High-fidelity)

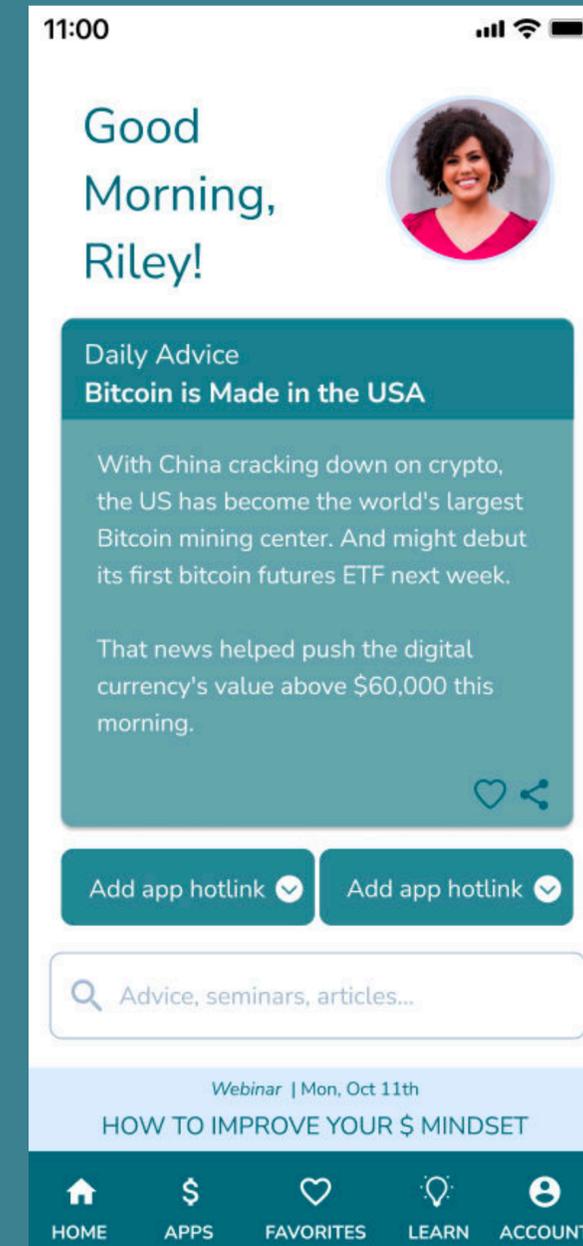


Based on feedback, I refined the home screen to clarify button hierarchy and improve discoverability—especially around the “Add Link” feature.

“

All the tasks were easy to navigate except the Add Link was a bit confusing at first.

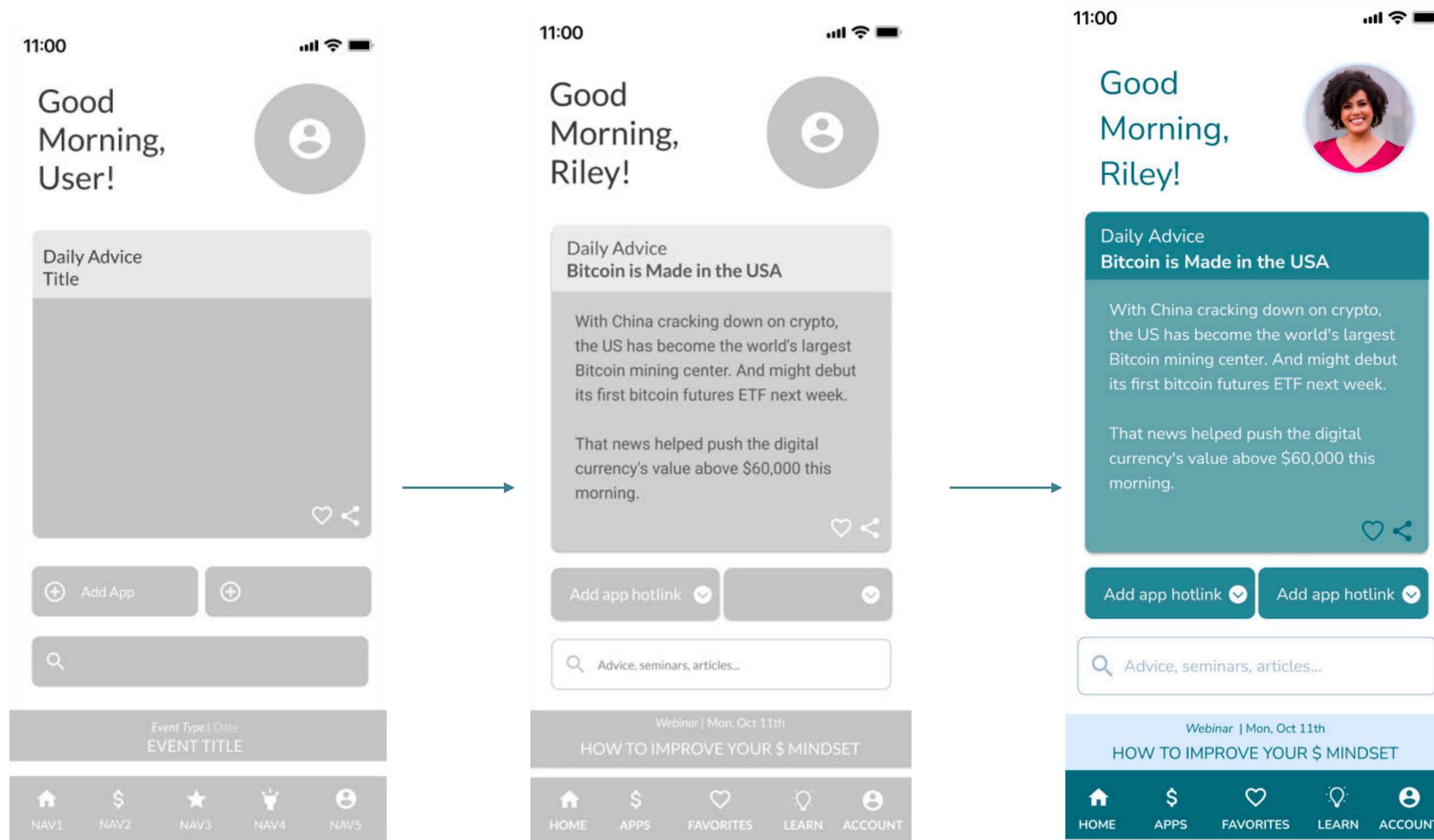
Usability testing participant



Homepage

PROCESS

Iterative refinements improved clarity, reduced friction, and strengthened user confidence across key flows.

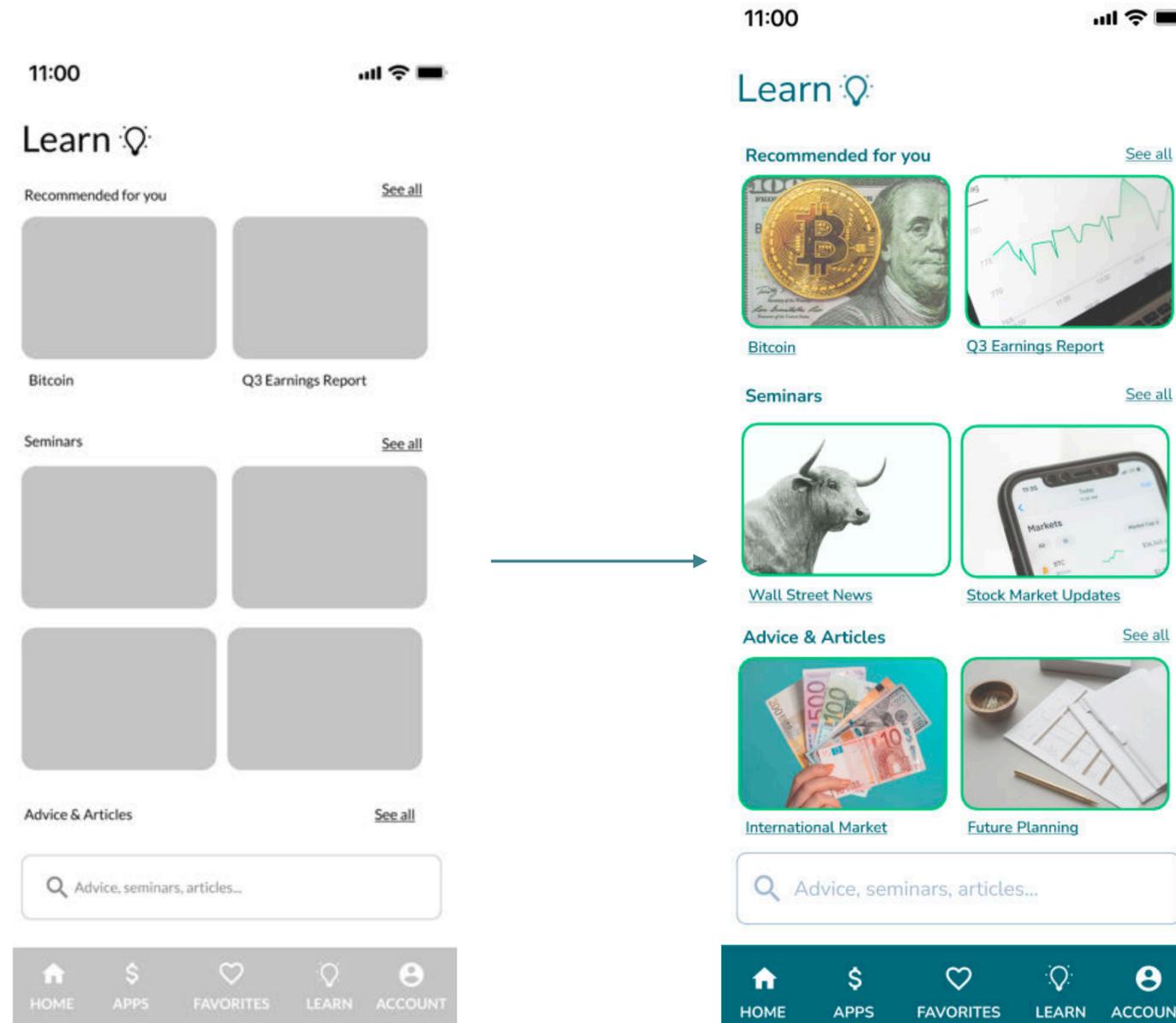


Low-fidelity

High-fidelity

Prototype

Evolution of the 'learn' page from wireframe to prototype.

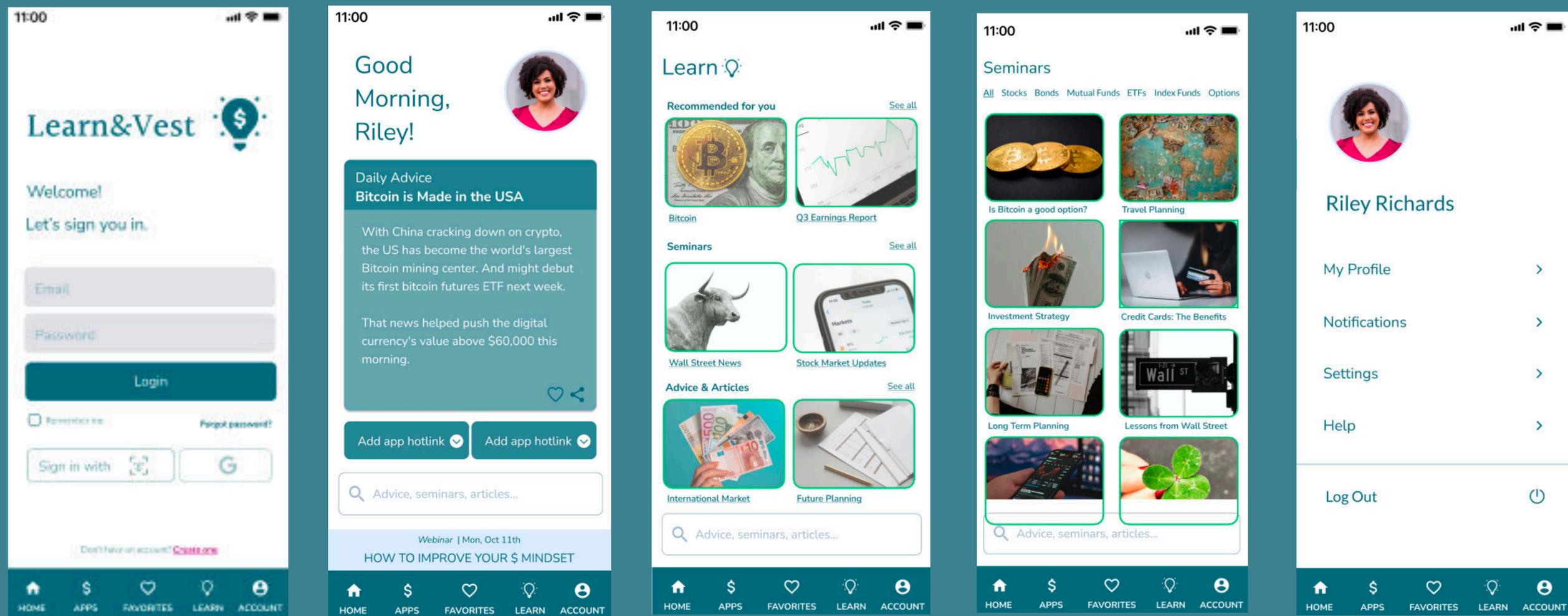


Wireframe

Prototype

OUTCOMES & LESSONS

The final result is a simple, supportive financial education experience that encourages daily engagement and builds long-term investing confidence.



Prototype

In retrospect, to save valuable time during the design process, I would have led additional user testing to measure whether users are interested in particular features at an early point in the ideation phase.

Key Outcomes & Results

- Users found the experience easy to understand and navigate
- Clear hierarchy reduced hesitation around key actions
- Daily guidance helped reinforce confidence and consistency

What I Learned

- Confidence grows when complexity is intentionally reduced
- Familiar patterns and conventions can increase trust
- Early validation of feature value saves time later in the design process

**Professional &
Volunteer Activities**

Professional & Volunteer Activities

Ladies That UX

2016-present

I attend events virtually to meet fellow designers and acquire new skills.



Housing Works Project

2017-present

Provides services and resources to individuals affected by HIV, AIDS and homelessness in New York City.



THANK YOU FOR YOUR TIME!

Let's connect:

 taylorlynn@haigler.net

 617-901-9979

I'm searching for....

A full-time, remote position with a mission-driven company.