

Taylor Haigler

User Researcher and Experience Designer

Versatile User Researcher and Experience Designer with nine years of experience in visual design, marketing, operations, and management. Excels in leading initiatives from design thinking to strategic implementation. Strengths include research, analysis, prototyping, and cross-team collaboration.

work experience

Experience Designer August 2022 – August 2025
Thoughtworks • Remote

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

- Collaborated with cross-functional teams to design digital services for U.S. government clients, streamlining workflows and improving service delivery
- Led end-to-end user research—including interviews, contextual analysis, and usability testing—to uncover pain points and inform strategic product decisions that enhanced usability
- Translated research insights into design solutions, creating user flows, wireframes, and prototypes that improved accessibility, compliance, and visual clarity
- Designed and launched workflows and dashboards for the Illinois Department of Human Services Care Portal and VA Long COVID Care Management tools, reducing task completion time and increasing user satisfaction
- Facilitated workshops and stakeholder alignment sessions to translate complex requirements into actionable artifacts—journey maps, personas, and design systems—that guided development and ensured cohesive user experiences

Operations Manager June 2018 – July 2021
Emerald Coast Health and Wellness • Remote

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

taylorhaigler.com

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education

BA with Honors
History of Art and Ancient History and Archaeology
Trinity College
Dublin, Ireland
2013

skills

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

tools

Adobe Creative Suite
Google Analytics
Figma
Mural
Miro
Jira
Sketch
Qualtrics
WordPress

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- Implemented procedures, systems, and training to streamline operations and improve the patient experience, driving 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 6 months after opening; performing in the top 2% regionally, and top 10% nationally
- Led the opening, expansion, and successful sale of the business within a 3 year period

Marketing Manager

October 2016 – December 2017

GRACE Communications Foundation • New York, NY

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 visuals for 4 wellness brands; enhancing brand awareness and audience engagement
- Composed weekly content for 30k+ newsletter subscribers and 300k+ followers, boosting click-through and engagement rates
- Optimized and maintained WordPress websites and curated multi-media content aligned with target audiences; increasing engagement by 36%
- Analyzed user data and leveraged insights to create iterative improvements and inspire new designs, increasing user satisfaction by 68%

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