Taylor Cornelius
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Experience

Lead Experience Designer April 2024 - Present
Rocket Mortgage (Remote)
- Acted as lead designer on the company's enterprise communication tool managing other designers, driving strategic vision, and contributing to the product roadmap
- Direction and coordination of UX design efforts across two interdisciplinary teams, ensuring cohesive and high-quality deliverables that align with business goals and client needs
- Implemented and standardized A.I. capabilities within Rocket Mortgage Servicing client experiences
- Led design strategy within the Rocket Mortgage Servicing consumer space

Senior Experience Designer July 2022 - April 2024
Rocket Mortgage (Remote)
- Facilitated and managed MyRocket Platform Dashboard project increasing lead to mortgage close rate by 5.2% (120,000 clients) in the first-year post-launch
- Orchestrated collaboration among cross-functional teams to align on project objectives and deliver high-fidelity designs, cultivating a unified and efficient workflow
- Served as a mentor to five associate designers, providing guidance, feedback, and fostering professional growth within the UX design team
- Contributed over 20 improvements to the Rocket enterprise design system, developed Agile sprint processes for my design team, and crafted Figma organization techniques ensuring greater productivity

Experience Designer July 2021 - July 2022
Rocket Central (Remote)
- As experience designer, aided in a project which saw a 10% increase in eligible clients post-application through the implementation of bank account linking functionality
- Collaborated with stakeholders, product owners, engineers, to define project scope, requirements, and goals, ensuring positive user experiences and metric-driven results
- Assisted in the creation user research test plans, observed moderated and unmoderated sessions and defined actionable metrics out of results

UX/UI Designer May 2018 - July 2021
Resicap (Hybrid)
- As sole UX/UI Designer, ensured that internal products met user and business goals as well as brand standards
- Utilized both qualitative and quantitative user research methods to help drive product design decisions
- Developed and implemented the Design Thinking approach to product design lifecycle

UX Designer/Front End Developer August 2014 - May 2018
Brown Bag Marketing (On-site)
- Collaborated with multi-disciplined teams to create and develop user-centered website experiences for mobile and web

- Took creative team handoffs from hifi mockups to fully developed websites using Wordpress CMS, custom PHP, HTML, and CSS

Education
Bachelor Of Fine Arts Georgia State University
UX Design Certification Nielsen Norman Group

Awards
Hermes Gold Award
GDUSA Digital Design Award
Muse Creative Award

Skills
Product Design; Design Systems; IA Diagramming; Visual Design; Interaction Design; User Research Methods; Strategic Problem Solving; Product Strategy; Leadership; Design Thinking; A.I.; HTML, CSS; Adobe Creative Suite; Figma; Webflow