Taylor Collins

PRODUCT DESIGNER & DESIGN DIRECTOR, SEATTLE, WA

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Principal Product Designer and Design Leader with 12+ years of experience designing and delivering complex digital products and services. Proven track record leading end-to-end product design, scaling design systems and UX practices, influencing cross-functional stakeholders, and delivering measurable outcomes for enterprise, government, and consumer-facing products. Deep expertise in user-centered design, product strategy, accessibility, and design operations.

EXPERIENCE

Anthro-Tech, Washington — *Director of UX Design*

~4 YEARS (MARCH 2022 - PRESENT)

- Operate as a principal-level individual contributor, owning product design strategy and hands-on execution for complex initiatives without direct authority, influencing outcomes across design, product, and engineering
- Grow and scale the UX Design practice by defining and standardizing end-to-end product design processes, deliverables, and quality standards
- Partner with executive leadership, product managers, and engineers to define product strategy and translate ambiguous problem spaces into clear design direction and shipped solutions
- Establish design metrics, goals, and success criteria to ensure high-quality, measurable outcomes
- Design and implement scalable design systems adopted across multiple teams and clients, improving consistency and increasing design speed by ~25–30%
- Drive accessibility-first design approaches aligned with WCAG standards across products and services
- Mentor designers and emerging leaders, supporting career growth and craft excellence

Anthro-Tech, Washington — *Senior User Experience Designer*

2 YEARS (MARCH 2020 - MARCH 2022)

- Led end-to-end UX and product design engagements, managing scope, timelines, budgets, and resources
- Owned end-to-end product design for enterprise and government digital products used by thousands of users, delivering measurable improvements in usability, accessibility, and task completion including: Washington State Department of Transportation, Washington State Department of Labor & Industries, Washington State Department of Enterprise Services, City of Seattle, Denver Human Services, CapMetro, Goodwill, and others
- Supported user research, usability testing, and stakeholder interviews to inform product strategy and design decisions
- Facilitated cross-functional design workshops and prioritization sessions that unblocked product decisions, aligned stakeholders, and accelerated delivery timelines
- Improved internal UX practices and mentored designers to raise design quality and consistency

Fresh Consulting, Washington — *Senior User Experience Designer*

21 MONTHS (JUNE 2018 - MARCH 2020)

- Designed digital products and platforms across industries including hardware, biopharmaceuticals, and enterprise software
- Evaluated existing products and led hands-on redesigns informed by research and business goals, resulting in clearer product direction and improved usability across key workflows

- Produced detailed interaction designs, wireframes, prototypes, and visual design specifications
- Collaborated closely with product managers and engineering teams to ensure high-quality implementation
- Balanced multiple client engagements while contributing to internal initiatives and design improvements

Kraftwerk Design, California — *Digital Designer*

4 YEARS (JANUARY 2014 - JANUARY 2018)

- Led product and web design for 15+ responsive website and digital experience projects
- Owned the full design lifecycle from discovery and stakeholder interviews through delivery
- Identified user pain points and mapped them to business outcomes and design solutions
- Created iterative design artifacts including sketches, wireframes, and high-fidelity visual designs
- Presented design concepts and rationale to clients and incorporated feedback through iterative cycles

Etna Interactive, California — *Web Developer*

11 MONTHS (MARCH 2013 – JANUARY 2014)

- Developed responsive, user-centered websites using HTML5, CSS, and jQuery
- Integrated front-end experiences with CMS platforms built for digital marketing
- Collaborated with designers to ensure visual fidelity, usability, and accessibility standards

EDUCATION

User Experience Design Immersive, General Assembly — *Certification*

JANUARY 2018 - MARCH 2018

Graphic Design, Fashion Institute of Design & Merchandising (FIDM) — *Associate of Arts (A.A)*

SEPTEMBER 2007 - MAY 2009

AREAS OF EXPERTISE

Proven principal-level influence without direct authority

Strong communicator with executives, product leaders, and engineers

Experienced in public-sector, enterprise, and regulated environments

Passion for inclusive, accessible, and ethical design

TOOLS

Figma · Axure · Miro · Design Systems · Dovetail · Optimal · Airtable · WCAG 2.2 · Adobe Suite · Jira · Confluence · Analytics